



CONTENT CREDIBILITY AND ITS EFFECT ON CUSTOMER BASED BRAND EQUITY OF MEDIA OUTLETS

THESIS

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BY

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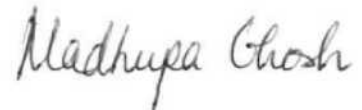
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DECLARATION

I do hereby declare that the thesis titled “**Content Credibility and its effect on customer based brand equity of Media outlets**” submitted to the Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh for the award of the degree of **Ph.D. (Business Administration)** is a record of original work done by me under the supervision and guidance of **Dr. Bilal Mustafa Khan**, Department of Business Administration, Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh and it has not previously formed the basis for the award of any Degree/ Diploma / Associateship / Fellowship or similar title to any candidate of any university in India or abroad.



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CERTIFICATE

This is to certify that the thesis titled "**Content Credibility and its Effect on Customer Based Brand Equity of Media Outlets**", submitted to the Faculty of Management Studies and Research, Aligarh Muslim University for the award of the degree of **Ph.D. (Business Administration)** is a record of original work done by **Ms. Madhupa Ghosh**, during the period of his study in the Department of Business Administration, Faculty of Management Studies and Research, under my supervision and guidance. This thesis has not formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title to any candidate of any university.

A handwritten signature in black ink, appearing to read "Bilal M. Khan".

Dr. Bilal M. Khan
Internal Advisor

CERTIFICATE

This is to certify that the thesis entitled “**Content credibility and its effect on consumer based brand equity of media outlets**” submitted to the Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, in partial fulfillment of the requirements for the award of **Doctor of Philosophy in Business Administration** is a record of original work done by **Ms. Madhupa Ghosh**, during the period of her study in the Department under my supervision and guidance. This thesis has not formed the basis for the award of any Degree, Diploma, and Associate ship, Fellowship or other similar title to any candidate of any university.



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PREFACE

This thesis is the evidence of original research undertaken between 2010 and 2013 and except the pilot study nothing has been published so far. It represents original research in the area of media and marketing which is unique in Indian context.

Media brands in India are constantly trying to increase audience involvement with news to increase profitability of the media firms. As media managers are being continuously pushed to garner more eyeballs for television, or newspaper they are looking for ways that would enhance brand equity. Consequently credibility of news is compromised to accommodate other priorities like entertainment, packaging and localization. Thus the purpose of this doctoral research is to explore the antecedents of media brand equity and suggest a model that would explain the drivers of media brand equity. Here credibility ideology and localization measures have been taken from journalism literature and on the other hand, Aaker's (1991) dimensions of CBBE have been used to measure the brand equity construct. In the first phase to explore the factors that influence consumers to read or watch news focus group interviews were conducted, the factors were then validated through a pilot study. For the final research a cross-sectional survey was conducted in the city of Kolkata and through SEM the proposed model was validated.

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ABBREVIATIONS

Abbreviation	Full expansion
TAM	Television Audience Measurement
CBBE	Consumer Based Brand Equity
ABP	AnandabazarPatrika
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Sciences
AMOS	Analysis of Moment Structures
EFA	Exploratory Factor Analysis
CFA	Confirmatory Factor Analysis
AVE	Average Variance Extracted
IC	Inter-construct
CAGR	Cumulative Annual Growth Rate

CHAPTER 1

INTRODUCTION

"News is sacred, opinion is free".

C.P. Scott

Introduction 1.1.

Mass media in India has grown in leaps and bounds and between 2003 and 2005 the top ten media companies grew twice in size (Kohli, 2010). PricewaterhouseCoopers in its "Indian entertainment and media outlook 2013" report has estimated that the television sector is projected to grow at a CAGR of 18% over the period 2012-2017, and in the same period print media industry will clock a growth of 9.3 %. Television industry is projected to continue to be the major contributor to the overall industry revenue pie and is estimated to earn 872 billion INR by 2017. Print media industry is projected to grow to 331 billion INR in 2017 from the present 230 billion.

This on-going growth has not increased the viewership of news channels, it is still much less than 10 per cent, as most news channels are watched mostly in cable TV households and more than one-third of total viewers are children (Kohli, 2010). Interestingly, even in rural India, print media reaches about a quarter of population against about 45 percent reached by television. English publications hardly have 10 percent readers. Overall, television today reaches nearly 50 percent of population of adult (about 350 million) against about 35 percent (about 200 million) of newspapers of all periodicity. Readers of daily newspapers comprise 90 percent of total readers. With this proliferation the overall role, reach and relevance of media should have expanded much beyond what it was a couple of years ago. Unfortunately this is not so as Patnaik (2002) laments that 'the power of the media as an institution has 'gone down greatly in India'. This crisis has its origins in the past and the current revenue model of the industry.

In India, historically media has played an integral role in the development of the country. Its strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration (Ram, 2011). The 'Hindu' which elaborated the role played by press during post-independence period wrote that it took a more detached as also a more responsible view of its

obligations on one hand to the government of the day, and on the other to the people as a whole, opposing official policy when it must, supporting it when it can and at all times bringing instructive opinion to bear from different angles on all important issues so that the people may decide with full knowledge (Rangaswami, 2001). As Sonwalker (2001) writes the Indian press was seen to have largely functioned according to Edmund Burke's idea of the Fourth Estate and freedom of the press was actively and successfully defended, as was evident when the Rajiv Gandhi government proposed legislation on defamation in 1988.

However, today the role has changed with news journalists trying to push the agenda of corporate owners for marketing the news vehicles. The result is that the corporate has gone from merely influencing editorial decisions to actually taking over the editorial spaces, including the production of news content (Batabyal, 2013). This transformation took place during the 1990's with the liberalization of the Indian economy. Media conglomerates from foreign shores rushed in to take advantage of the huge potential of the Indian subcontinent. The new economic policy encouraged privatization, dismantling state controls and liberalizing media regulation, paving the way for the entry of global media conglomerates into what used to be one of the most closed broadcasting systems in any democracy (Thussu, 1999). As the media conglomerates set up shop the US model of media business was adopted which put more emphasis on profit than on responsible journalism. The market proliferated with newspapers and television channels. This resulted in a symbiotic relationship between the news and news formats of current affairs and factual entertainment genres, such as reality TV, blurring the boundaries between news, documentary and entertainment (Thussu, 2007). Hence the dominance of Page 3 people in the news content of newspaper began and in the electronic media, cinema trivia began to control prime time bulletin. The technological factors also played major role in the process. Improvements in editing technologies and graphics made the "packaging" of news attractive and news turned into a commodity that was being purveyed by the multiple news channels and papers.

In this rush to gain popularity credibility of news took a backseat. The culture of 24x7 news resulted in all channel focusing on breaking news rather than the actual news content. The independent Edelman 2010 Trust Barometer

Survey in India shows that the Indian media has been losing its credibility and trust among the people (Guhathakurta, 2012). While the loss of credibility of mass media has been a concern in the western world and has been a subject of continuous research in our country there is lack of research in this area. On the other hand the effects of commoditization of news have also not been empirically studied. In western literature though there are few studies of media from brand perspective at least a start has been made, but such research in academic context in India is almost absent. Therefore this doctoral study aims at finding the news content characteristics that influence the consumer based brand equity of news media vehicles. According to Medowell (2008) a brand equity study remains incomplete without ascertaining the role of specific brands, so that measured differences in audience responses are the sole result of altering the name of the program, station, network, web site, etc. Hence, this study also investigated the moderating role of brand choice and demographics. Our purpose is to link the features of news with its effect on the brand to establish a cause and effect relationship model, with the effect that this research builds a bridge between mass communication and marketing theories defined as under.

1.2 Core Concepts

1.2.1 Credibility of news

The study starts with the framing theory of mass media which it does not take as a variable but takes as a context to define news and its various dimensions. It is argued that credibility of content has always been one of the major factors in driving believability of news and predicting media success. Here media channel credibility refers to the audiences' perceptions of a news channel's believability, as distinct from the believability of the individual journalists and sources, media organizations, or the content of the news itself (Bucy, 2003). To explain the concept it can be said that the reporter/editor is the source, the medium is the television channel and the channel is the particular television brand. The study looks at the credibility of the medium and message credibility.

However, with the increasing importance of marketing imperatives and the changing taste of a younger target audience other factors have become important in driving media success. Therefore, in the first phase of the study focus group

interviews were undertaken to understand the factors that are important to readers and viewers in assessing the brand equity of media outlets. The interviews revealed that packaging, entertainment, ideological congruency and localization were the other factors that prompted readers and viewers to watch or read news. The concepts thus delineated are then discussed as under:

1.2.2 Ideology

Gunther (1992), Hinich and Munger (1994) have extensively studied the role of audience's world view in their perception of media messages in the western context. In Indian society though there are no such studies, but as Rao (2008) notes that both newspaper and television traditionally has been ideological mouthpieces of Indian society, especially for the language press it is assumed that for Indian audience also ideology would be important in choosing a newspaper or television news channel. Furthermore Oyedele (2010) in his study of Fox and CNN news channels found that ideological congruency influences consumer's perception of brand equity and message credibility of a media outlet. The literature reviews ideology definitions from political science and psychology and adopts the definition given by Lyon & Scheb (1992) that ideology is an abstract, integrated view of the political world giving rise to a logical structure of attitudes toward policy issues, political parties, and candidates. In the Indian context ideology was the main driver for news consumption till media turned into a brand with market liberalization and foreign companies entering the media market. As media organisations looked for ways to gain market share political imperatives became less important for reading news.

1.2.3 Localization

This led to devising of ways to gain more audience and according to Thussu (2007) the sheer logic of market pressure – localizing the products to reach a wider consumer base and increase advertising revenues, led the media owners to aping of the West. After an initial infatuation with western English-language programming in the early nineties, both foreign and Indian media owners realized that US-originated programming was being viewed by only very small urban elite. This resulted in localization and incorporation of news about the culture industry, consumer goods, the media, business, education and health (Rao, 2008).

Localization therefore has been conceptualized as the regionalization of news as opposed to global news which the local news channel delivers to gain and retain its audience, whose interest has to be catered to remain in the competitive market.

1.2.4 Entertainment and Packaging of news

In this effort to retain interest news channels more to move away from hard news. The merging of news and entertainment resulted in infotainment as part of being news and in the Indian context with news becoming infotainment aesthetic presentation and packaging of news assumed particular importance. This finds echo in several media studies such as Thussu (1998) who refers to the recent developments as 'Murdochization' of Indian media as it involves the shift of media power from the public to privately owned, transnational, multimedia corporations controlling both delivery systems and the content. Earlier studies have also shown that packaging and entertainment influenced news perceptions (Bakshi, Khan & Mishra, 2013) therefore packaging and entertainment were taken as variables that could influence branding.

1.2.5 Brand Equity

In the western context few studies have shown a relationship between attributes of media and concepts that are similar to brand equity (Meyer, 1988, 2004; Beaudoin & Thorson, 2002; Oyedele, 2007). The societal influence, attitude towards newspaper, and goodwill are all related to brand equity but do not fully capture the essence. Professional managers understand the role of brand equity in building profitable organizations while journalists ascribe similar importance to the role of 'credibility' in building a good media outlet. While customers have been regarded as the first important asset for a firm it has been followed by brands which has been a close second (Ambler, 2000; Doyle, 2001; Jones, 2005). Strong brands, customer awareness, market share and satisfied customers contribute to the creation of shareholder value which depends on the value of a brand. Brand value concerns with the study of how value is created, whereas equity is concerned with the measurement of this value (Jones, 2005). Existing literature divides brand equity into three categories: 1) mental brand equity, that is, the impact of the brand on the consumer's consciousness; 2) behavioural brand

equity, that is, the consumer's behavioural response to the brand; 3) and, financial brand equity, that is, the financial impact of the brand as expressed through return on investment, profit, turnover, price-to-earnings ratio, etc (Franzen, 1999). This research focuses on the first two categories of brand equity otherwise known as Customer based Brand Equity (CBBE). The most appropriate definition of CBBE has been given by Keller (1993) who defines it as the differential effect that brand knowledge has on consumer response to marketing activity with respect to that brand. The actual nature of different response will depend on how consumers evaluate these associations, as well as the particular marketing activity under consideration. CBBE occurs when the consumer is familiar with the brand and holds some favourable, strong and unique brand associations in memory. Aaker and Joachimsthaler (2000) define brand equity as brand assets linked to a brand's name and symbol that add to, or subtract from, a product or service. According to them, these assets can be grouped into four dimensions: brand awareness, perceived quality, brand associations, and brand loyalty. A brand will have higher customer-based brand equity as brand awareness increases to a higher level, and as consumers hold stronger, and more favorable and unique brand associations. Therefore, brand awareness, uniqueness of brand associations, brand quality and loyalty are used as indicators of customer-based brand equity.

1.2.6 Moderators

However, it would be wrong to say that the variables affecting brand equity would be same for the entire media market irrespective of the segments. Earlier research has proved that demographics play a role in influencing media habits of consumers (Grabe, Kamhawi, & Yeghyan, 2009; Klein 2003.) Therefore this study looks into the effect of demographic variables on the causal path between the media variables and brand equity. The study remains incomplete if the effects are taken as uniform for all brands. In fact majority of the brand related studies of television channels and newspapers are on specific brands (Oyedepi 2007, 2010). Therefore 'brand choice' has been taken as a moderator and the individual differences for each brand has been looked into to establish whether differential effects exist.

1.3 Objective of the research

Hence the intent of this study is to propose a model to: (1) understand whether the five dimensions of news, credibility, entertainment and packaging, ideology and localization at consumer level have a direct positive impact on consumer based brand equity, determined by brand association, awareness, loyalty and quality, of news television channels and newspapers; (2) understand whether the choice of different brands has any moderating influence on the proposed model; (3) whether age, income, gender and profession moderates the proposed model. The framework that is being used to conceptualize this study of antecedents of consumer based brand equity of media vehicles is in the context of mass communication theory of news and marketing theory of brands. Within this framework the study integrates mass communication literature and branding literature.

1.4 Organization of the study

This dissertation is organized as follows. Chapter 2 provides the review of relevant literature from the stream of mass communication and journalism, which are credibility, ideology, localization, entertainment and packaging and from marketing literature that of brands and branding. Chapter 3 develops the conceptual model which integrates the literature Chapter 4 covers the research design, measurement instruments, initial findings and the proposed statistical techniques to be used. Chapter 5 presents the results of the analysis and discussion of the findings. Chapter 6 gives the conclusion, contribution, future implications and limitations of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The primary postulate of this dissertation is that the brand equity of news media vehicles is a result of its content credibility, packaging, entertainment, ideology and localization. Content credibility, entertainment, ideology and localization are here antecedents to brand equity and it is the value that a consumer assigns to the brand based on these variables that distinguishes it from the other brands and helps him to make the choice. This study is different from a previous study which has seen credibility being assigned to content as the result of audience's perception of brand equity of the media vehicle (Oyedepi 2010). In the theoretical realm the study tries to predict the elements of news that create brand equity, and this has not been done before. Credibility, entertainment and packaging of news definitions come from mass communication, ideology from political science and psychology while brand equity and brand choice are from the domain of marketing. The literature review therefore starts with a definition of news credibility, entertainment and packaging, localization, and ideology in news, and how it influences media choices, contextualizing it in the Indian scenario and then moves on to brand and brand choice. The study also accounts for the importance of the demographic factors that moderates the influence of the variables on brand equity.

2.2 Review of core concepts

2.2.1 News

Most of the Indian journalism books reviewed has given an operational definition of news. They start with the usual anecdotal story that if a dog bites a man, it is not news; but if a man bites a dog, then it is news. They draw heavily from western scholars and offer definitions like "the context which retails the concept determines the concept, all neatly interrelated to produce the news" (Banerji, 1992). Going beyond just context Shamsi (2006) defines it as any accurate fact or idea that will interest large number of readers; and of two stories the accurate one that interests the greater number of people is better news. Along with this emphasis on accuracy the definitions also focus on timeliness,

information and current events (Gupta, 1995). Bulk of the literature concedes that it has multiple dimensions which include novelty, proximity, prominence, conflict and human interest. Some add further dimensions like Kamath talks of size and importance. Here size is related to the local or international dimension of the event and importance is more related to what the target audience deems as important. The Thomson foundation, Editorial Study Centre, Cardiff, UK covers all these aspects when it iterates the following attributes: novelty, personal impact, local news, money, crime, sex, conflict, religion, disaster, tragedy, humour, human interest, the underdog, mystery, health-science, entertainment, famous people, weather, food, and minorities. This problem of multiple definition of news is expressed by Roshco (1999, p. 32) that “news is more easily pursued than defined, a characteristic it shares with such other enthralling abstractions as love and truth.” Added to this there is difference due to different perspectives of media scholars, professionals and sociologists. Media professionals as described above sees it more as processes and therefore do not focus on them as products of media organizations. They argue that the processes are so that it limits the influence of personal and organizational values on news messages, as proof that they are mirrors that merely reflect events and issues in society (Harrison, 2006). Sociologists and scholars on the other hand give it a social construction dimension and as Fowler (1991) puts it “ News is a social institution and a cultural discourse which exists only and meaning only in relation to other institutions and discourses operating at the same time” This social construction aspect has implications as it effects the functioning of the industry. Mainstream journalism treats news as a commodity to be bought and sold in the market place of information (Verma, 2010). Since news has become a commodity it has incrementally started to rely on packaging which has bordered on tabloidization and sensationalism.

2.2.2 News Presentation

Since newspaper channels rely heavily on advertisers press in India is of necessity conservative and status-quoist (Verma, 2010) and therefore the crime of high castes get highlighted. Bollywood gets prominence. This transformation from a watchdog role to a commercial vehicle has been well documented by

contemporary literature (Verma, 2005, Kohli 2010). Medianet of BCCL or consistent stories of paid news cast a doubt on the credibility aspects of media in India, and therefore it is necessary to explore whether the news values that have evolved in the lines of the western world. Timeliness, immediacy, proximity, oddity, conflict, mystery, suspense curiosity and novelty(Verma, 2010) affects the brand. Therefore credibility of media has been time and again questioned.

2.2.3 Credibility defined

Content credibility literature in the Indian context is almost absent, therefore this study reviews the work of the scholars primarily from the western world. For its relevance in the Indian context the study will rely on concerns raised in various platforms about content credibility. Credibility studies relating to media can be divided into three streams. Media channel credibility refers to the audiences' perceptions of a news channel's believability, as distinct from the believability of the individual journalists and sources, media organizations, or the content of the news itself (Bucy, 2003). Researchers have recognized the overlap between source credibility, medium credibility, and media channel credibility and have noted the importance of distinguishing between these concepts to avoid "theoretical and empirical confusions" (Kiousis, 2001, p.383). Source credibility refers to the judgment made by an audience about the expertise and trustworthiness of a communicator (O'Keefe, 1990; Kiousis, 2001; Self, 1996); medium credibility is the relative credibility of media channels that sources use in sending messages (Metzger, Flanagin, Eyal, Lemus & McCann, 2003; Westley & Sevecin, 1964); while media channel credibility, the concept salient to this study, refers to the believability of a specific media outlet (Bucy, 2003). To explain the concept it can be said that the reporter/editor is the source, the medium is the newspaper and the channel is the particular newspaper brand. Here the study focuses on credibility of the medium and the channel.

Credibility studies have their foundations in oldest lines of communication originating with ancient Greeks as Self (1996) points out and also that it is confusing and contradictory. Credibility has been defined as believability, trust, perceived reliability, and dozens of other concepts and combinations of them

(Burgoon, Burgoon, & Wilkinson, 1981; Greenberg & Roloff, 1974). Both Aristotle and Socrates' rhetoric explored the concept of credibility. It was a debate among idealists and naturalists regarding the nature of truth and rhetoric (Self 1996). Central was the theme of audience confidence earned due to truth or strength of the argument, communicator's ability to match audience need or the ability to match audience characteristic.

The earliest forms of empirical research were conducted to assess which mass communication was more trusted in comparison with others. Lasswell conducted a series of research to find out how to attract advertising dollars to radio from newspapers which produced a series of studies through polling organizations, some inspired by Lasswell himself (Self, 1996). The crucial ones included Roper, Gallup, National Opinion Research Center, and the Survey Research Center at the University of Michigan (Cantril, 1951). World War II spawned a series of studies on news as a form of propaganda. Leading among them was that of Hovland and his colleagues who examined how individuals received mass communication messages and defined credibility as "trustworthiness" and "expertise". Expertise refers to a source's ability to possess accurate information about a subject while trustworthiness refers to audiences' perceptions of a source's motivation and intention to present an accurate representation of a subject or event (Hovland, Janis, & Kelley, 1953). Working on message believability they explained how high credible sources changed opinion but both high and low credible sources led to the same amount of information learning.

Credibility studies continued after Hovland as they had implications for the success of mass media vehicles. They mainly concentrated on the source, message and audience characteristics to look for credibility attributes. Among the studies which were important for source characteristics are that of Shaw (1967) which found that presidential campaign stories which relied on news sent through telegraph had more credibility during the 1880's. McCroskey and colleague (McCroskey, 1966; McCroskey & Jensen, 1975) used statistical techniques to measure credibility through three different studies which had bipolar semantic differential statements and also a 42 item scale to measure credibility. They found six additional dimensions of source credibility: competence, character, sociability,

composure, and extroversion authoritativeness and character as attributes of credibility. Other researchers have also identified additional dimensions of source credibility. Berlo, Lemert, and Mertz (1969) conducted a series factor analysis with data from a survey asking respondents to rate the credibility of different sources and found three dimensions of source credibility: safety, qualification, and dynamism. Brownlow (1992) found that baby-faced female speakers induced more agreement with their position when trust was questioned and mature faced female speakers induced more attitude change when expertise was questioned (Self 1996). Other source related studies focused on believability and comparisons about the message presenter. Even if the source was erroneous Begg, Annas, and Farinacci (1992) showed that people were more inclined to believe them than unknown sources. On the other hand female newspaper columnists were found more believable than their male counterparts by Andsager and Mastin (2003). Scholars have widened their scope and considered the impact of political candidates, individual journalists, and online sources on both domestic and international audiences' perceptions of credibility (Kiousis, 2001). Message variables have also been found to influence credibility as Slater & Rouner (1996), found that aesthetic presentation or internal characteristics of messages can influence perceptions about source credibility. This thread of research finds support in Charitprasert's (1993) contention that complicated versus simplistic writing styles impact credibility perceptions. Thus so far credibility has been seen as a perception of the source and the studies have concentrated on researching it in the context of the message or communicator itself.

2.2.4 Message Characteristics

Interest in message characteristics is seen in studies such as Andersen & Clevenger (1963), who suggested in their review of experimental research from 1921 to 1961 that message impact is related to source credibility. McCroskey (1966), in a series of experiments empirically testing the relationship of evidence and source credibility to persuasiveness in public speaking situations found that the credibility of evidence (high or low) used in a message alone did not persuade. When source credibility (high or low) was added as an intervening variable, however, persuasion occurred, but only when a source was not highly credible.

Thus, it is concluded that message credibility is important and more so when a source is not seen as highly credible. In a media credibility study, Slattery & Tiedge (1992) examined the effects on credibility of labeling staged video in television news stories and found that "labeling news video as staged is not in itself enough to bring about a change in the evaluation of news story credibility. . . [and] raise[s] the possibility that repeated use of labels identifying video as a dramatization or re-creation may raise questions about . . . authenticity" (p. 284). Graber (1988) and Robinson & Kohut (1988) conducted studies about the ways respondents processed messages about presidential candidates in the 1984 election. Graber (1988) studied cues or spin in television pictures and Robinson examined cues or spin based on television's words or "what the journalists said about the candidates [sic] qualities as a leader." (p. 147). Graber (1988) found that television had more impact when character traits rather than issues were illustrated with pictures. Robinson & Kohut (1988) found that televised words had little impact on public opinion regarding political candidates (in this case, presidential) at all. One of the more promising lines of message research has been studies of familiarity. Boehm (1994) examined the affect on perceived validity of repeating statements several times to increase familiarity. He concluded that familiarity is the basis of judged validity. Further evidence about familiarity was found by Begg, et al., (1992) who cued respondents about whether a source's messages were truthful. In a series of experiments, respondents heard statements from familiar sources and unfamiliar sources. In the early phases of the experiments, they were told which sources would not be telling truth. The respondents then rated statements as either true or false in later experiments. Begg et al. (1992) found that familiarity increased the credibility of even false statements, even when respondents remembered that the statements were being made by a source that was lying. However, a major source of theoretical and empirical confusion in credibility research is the difficulty of distinguishing the effects of message sources from those of media outlets and the message itself (Kiousis, 2001), and consequently the attendant difficulty of delincating between source, message, and medium credibility. Also message and source characteristic research has focused more on experimental design and channel credibility has had

more application of the quantitative technique and hence the study moves on to examining channel credibility factors which are central to this study.

2.2.5 Medium Credibility

Television and Newspaper: Medium credibility research commenced in the 1930s with the development of radio as an alternative news source to newspapers and intensified in the 1950s with the growth of television news (Metzger et al., 2003). Credibility studies received a boost during this time with Roper Institute initiating regular surveys to evaluate the relative credibility of media. The classic question that respondents were asked was that, “if you got conflicting or different reports of the same news story from radio, television, the magazines and the newspaper, which of the four versions would you be most inclined to believe – the one on radio or television or magazine or newspaper?” Newspapers initially led the other media in audience credibility ratings until about 1961 when television took the lead (Self, 1996). Academic studies questioning the validity of the Roper Institute’s polls emerged soon after television attained the lead in the credibility polls (Metzger et al., 2003). Shaw (1963) disputed the Roper Institute’s methodology, and conducted a survey of college student to test his assertion. He concluded that newspapers were more credible than television news. Bringing in the angle of demographics and psychographics Wesley & Severin (1964) took a different approach to the media credibility issue by exploring the possibility that different strata of society may ascribe varying levels of credibility to media types. They argued that demographic and psychographic variables affect perception of credibility and sought to develop a typology of media audiences. They found that the media user likely to assign relatively high credibility to newspapers would be “the man who has had at least some college education, resides in an urban area, and has a high-status occupation...and regards himself as middle class,” while the media user most likely to trust television more than newspapers is “a farm wife of low income and education...who regards herself as working class,” and people who dwell in rural areas and very heavy radio users are more likely to assign high credibility to radio (p. 334). Similarly Carter & Greenberg (1965) found television to be more believable in case of conflicting news, but newspaper to be more dependable otherwise in a study that

challenged the findings of the Roper poll. Much of the believability of news depends upon what news is highlighted by which media.

2.3 Framing and Ideology

News is imbued with ideologies (Dijk, 2009) and framing studies have pointed to the importance of ideology in framing news. Entman, Matthes, & Pellicano (2009) distinguish between two genres of news framing definitions. While the first one, as defined by Gamson & Modigliani (1987) deal with the central organizing idea or story that provides meaning to an unfolding strip as defined by of events, the second one specifies what frames generally do, which includes defining problems, making moral judgments, and supporting remedies (Entman, 1993, 2003). To be more specific as Entman (1993) explains it is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation. Gambier (2006) adds that news frames also “reinforce[s] stereotypes, determine judgments and decisions draw attention to some aspects of reality while obscuring other elements” (p. 11).

Hence it is argued that framing of news results in promotion of ideologies. Tankard (2001) and Wojcieszak (2007) have argued that frames carry certain ideological principles, accentuating certain norms and values that are seen to be relevant. Volkmer (2003) strengthens this postulate with her finding that news coverage about the war reflects “dominant national frames”, and that the conflict is strongly linked to “dominant national public discourse” (as quoted in Akin, 2). Entman (2003) argues that successful political communication requires framing of issues in such a fashion that it benefits the objective of one while hindering that of other. Thus the use of ideology as documented by Price, Tewksbury & Powers (1997) Scheufele (1999) McQuail (2005) would certainly have an effect on public’s perception, evaluation and understanding of news media vehicles.

However, before proceeding any further the study defines ideology as there is lack of consensus among scholars as to what constitutes a proper definition (Dijk, 2009). This has been reiterated by Lyons & Scheb, (1992); Hinich & Munger, (1994). Dijk (2009) points out that literature on ideology in the 70’s and

early 80's was limited to a relatively brief account of ideologies in the newsroom and of journalists, rather than of the properties of the coverage itself. The contemporary studies on the other hand pay attention to the effects and consequences of news. In line with the earlier times one view of ideology that is preferred by some social scientists (e.g., Barnett & Silverman 1979), is that it is a set of shared ideas that order and direct group life (Barnhurst, 2005). The narrower view as defined by Barnhurst (2005) defines ideology as a particular set of shared ideas that obscure how powerful groups dominate others. The term *ideology* was originally "coined by Antoine Destutt de Tracy in the years after the French Revolution to refer to 'a new science idea, an idea-logy, which would be the ground of all other sciences'" (McLellan 1986, Richardson 2007: 32). According to Richardson, ideology was first seen as "positive and progressive" (Richardson 2007: 32). Over the years the perception of it changed, with Marx demonstrating it as "more than individual ideas formed through experience: ideology and its signs develop 'through the processes of social interaction [and are] defined by the social purview of the given time period and the given social group'" (Vološinov, 1973, Richardson 2007: 33).

As outlined by Sucha (2010) there are a number of definitions of ideology and Raymond Williams finds three main uses:

- A system of beliefs characteristic of a particular class or group – psychological use
- The general process of the production of meanings and ideas. – social production of meanings (Fiske 1990).
- A system of illusory beliefs – false ideas or false consciousness – which can be contrasted with true or scientific knowledge. Used by ruling class to maintain its dominance over the working class

Eagleton (1991) lists six ways in which the last mentioned ideological dominance happens by promoting the dominant group's view of things, making it seem natural, treating it as the universal case, denigrating other views, excluding anyone who holds them, and obscuring all of the above operations. Therefore in case of news vehicles it would be the dominant's group's belief that would be

promoted as the most efficient ideology. In the same vein some scholars see ideology as a collection of ideas held by individuals and groups, which influence their behaviors and views about the way society should be organized (Lodge, 1976; North 1990). Definitions from the psychological angle look at it as an individuals' conscious or subconscious mental processes for simplifying, understanding, and participating in the political world (North, 1981; Enelow & Hinich, 1984); For our discussion the study looks at the contemporary definitions which focus more on the group e.g Dijk (2009) in the context of discourse studies defines it as fundamental, axiomatic beliefs underlying the social representations shared by a group, featuring fundamental norms and values (such as those of freedom, justice, equality, etc.) which may be used or abused by each social group to impose, defend or struggle for its own interests. For the purpose of this study previous research is followed (Oyedepi, 2010) and the study adheres to the definition given by Lyon & Scheb (1992) that ideology is an abstract, integrated view of the political world giving rise to a logical structure of attitudes toward policy issues, political parties, and candidates. Therefore the respondents in this study would be holding an ideological view and that would match with the view of the media they use.

2.3.1 Ideology and media in India

In the Indian context media has played a major role in giving ideological leadership from the time of independence. Within the 'secular' press as much as within the 'nationalist' press of the pre-Independence period, there are significant divides on a number of ideological and political issues, and these manifest themselves in differentiated news coverage and editorial attitudes (Ram, 2011). In fact Ram (2001) has divided the pre-independence period of journalism in India into several stages. 1. *Preparatory phase* (1780-1818). 2. *Adversarial Phase* (1818-1947). According to him in this latter phase two distinct roles became apparent the newspapers either supported the Raj or attacked them, and the pro-raj news dailies were *Times of India* and *the Statesman*, while the attacking print media were—*AnandaBazar Patrika* (1868), and *The Hindu*. Ram (2011) however points out to the problem of this simplistic ideological divide by saying that such categorization, while valid, is hardly sufficient, within the 'secular' press as much

as within the 'nationalist' press of the pre-Independence period, there are significant divides on a number of ideological and political issues, and these manifested themselves in differentiated news coverage and editorial attitudes. However, this divide continues till present day and the contemporary differentiation is between newspapers that broadly take a secular-democratic stand and those that increasingly support the ideology, politics, and policies of the Hindu right (Ram, 2011). However, as pointed out by Sonwalker (2002) by quoting Sarker (1994) that today's newspaper market is competitive and pluralist and is not dominated by any single group or ideology. Yet one reason that has contributed to the growth of media in India is the political excitement (Jeffrey, 1987) and in which the partisan media has played a crucial role. This is more so as seen in the political alliances of the different media and their ownership by party members in West Bengal. Majumdar (2009) clearly brings out this partisan role when she analyses the reporting of Ananda Bazaar Patrika, Bartaman and Aajkal regarding a 'stock taking note' that the Chief Minister had sent out to his ministers. While ABP ridiculed the minister, the other two left leaning newspapers were encouraging about the report. This political leaning of the media in West Bengal is highlighted by Roy Ghatak & Guhathakurta, (2011), who mention that 24 Ghanta though part owned by Zee has partnership with a CPM party bigwig, while Sambad Pratidin newspaper is owned by a Trinamool Rajya Sabha member's father, and Kolkata TV was Trinamool's mouthpiece before it came to power. In this context it is important to measure the extent to which the reader or viewers ideological viewpoints lends to the validity of the news media vehicle.

2.3.2 Measurement of Ideology

As Oyedepi (2010) points out that the most common way of measuring ideology is in some form of self-placement in the liberal-conservative continuum. However, in the context of this study such placement is irrelevant as it oversimplifies a complex ideological context as in India. Hence to measure ideology this study relies on a much broader definition, which focuses on the world views of the audience and his/her way of ideological identification with the

news vehicle. Much of this identification is also based on the local content that the media vehicle serves to its audience.

2.3.3 Localization of news

Local news content is determined by 'what people are talking about, what they care about, and what they deal on a daily basis' (Albizu, 2007, p. 257). The development began in USA as documented by Allen (2001) as an incentive given to the local television channels by Federal Communication Commission (FCC) to develop local content to improve the 'vast wasteland' of television programming. In an effort to entice broadcasters the FCC required stations to survey local communities to determine how well or how poorly their stations were regarded by the local citizens (Alwood, 2001). This resulted in down-to-earth and close-to-home-style news and control of local TV newscasts shifted from gatekeepers in newsrooms to viewers at home. Allen (2001) shows that how audience survey, focus groups and market research from 1957 to 1995 helped the television stations to develop newscasts that appealed to a wider audience by better meeting viewer expectations. With regards to newspapers their economic fortunes had been dependent on their ability to link their audiences with a common bond of local identity (Kanisis, 1991). This trend towards localization also had its roots in economic priorities (Allen, 2001) as it provided a scope to reach out to larger audiences. This study uses the US model of media localization to explain its growth in India because as pointed out by Thussu (2009) the commercial model of broadcasting – with its roots in the United States and largely dependent on advertising – has become the dominant model across the world. However, the growth of local news cannot be explained without a reference to globalization.

The rise of the new age of technology at the beginning of the 21st century, initiated a drastic shift in global communications. This transformed the world into a global network society, where the development of the transnational distribution infrastructure enabled global access to various international news information flows (Thussu, 2007). Digital technology and developments in communication satellites, made it possible for media systems to interconnect and operate in a transnational manner (Thussu, 2007). As a result of these global changes, media became more and more concentrated. This has led a small number of large

Western media conglomerates to dominate the global media industry (McQuail, 2005). At present, three main Western international news agencies dominantly control the collection and distribution of international news: AP, AFP and Reuters (Rampal, 1995). Boyd-Barrett & Rantanen (1998) suggest “news agencies themselves have been major players in processes of globalization” (p. 3). Because of the lack of capability of news networks to transport news from around the globe themselves, news networks rely mostly on news agencies for collecting international news (Rampal, 1995). These developments of globalization, led to many debates about the consequences or effects of globalization (Boyd-Barrett & Rantanen, 1998), and many contradictory assumptions of its force.

In previous literature, it had been assumed that globalization leads to a homogenized world, in which citizens all are exposed to the same media information around the world (Volkmer, 2003; Thussu, 2002, 2007). Globalization is seen as a “large-scale phenomena” (Robertson, 1995, p. 25), where international news and culture flows around the globe, constructs our world into, as McLuhan (1964) has described it, a ‘global village’. Ferguson (1992) criticizes this idea and describes it as one of the ‘myths of globalization’ (p. 29), in which the impact of globalization is far overestimated, in terms of engendering media homogeneity and cultural hegemony (Ferguson, 1992; Robertson, 1995; Seib, 2004). Voisey and O’Riordan (2001) describe the ideas associated with the concept of globalization more clearly: it is “the promotion and domination of Western culture and capitalism to the exclusion of all other cultures and economic systems, a loss of social diversity and the disappearance of local distinctiveness and community in favour of global culture and society” (p. 26). Robertson (1992, 1995) adds, that scholars supporting the concept of ‘global news’, neglect to acknowledge the nationality or locality of media systems and points out the lack of empirical evidence concerning the consequences of globalization. Long (1996) challenges this assumption when he says the most sophisticated modern communication and media systems and the development of integrated international commodity markets have not destroyed cultural, ethnic, economic and political diversity. By saying this, Long (1996) demonstrates that even though much of the same information is spread around the world, it is still modified or *localized* on the basis of cultural shared values, local knowledge, local

organizations and national interest. McQuail (2005) supports the notion that media are strongly connected with national considerations and operate accordingly. According to him despite the similarities of mass media institutions across societies, the media are by origin, practice and convention very much *national* institutions and respond to domestic political and social pressures and to the expectation of their audiences.

2.3.5 Localization in India

In India the newspapers never served homogenised news as most of the early newspapers like ABP and The Hindu were local developments. However, Doordarshan which had a national telecast for more than three decades had the objective to serve the same national news to the entire Indian population (Ninan, 1995). But, with liberalisation and coming of foreign private channels homogenisation became a difficult priority (Kumar, 2000). STAR TV was the first major global player to recognize the demand for Western, mainly American, programming for an Indian audience growing up on the dull and drab output of Doordarshan, when, in 1991, it started beaming a five-channel satellite service in English (Plus, Prime Sports, Channel V, the BBC World and Movie). This became an instant hit with the English-fluent urban elite. However, they soon realized that to make a profit the channel would have to make programmes in a language that a majority of Indians understood and on themes with which the masses would be able to identify (Pendakur and Kapur, 1997; Thussu, 1998). In 1992, when a privately owned Hindi channel, Zee TV, joined the STAR TV bandwagon and started broadcasting soaps, sit-coms and talk shows in Hindi, Indian audiences for the first time received Hindi language television apart from Doordarshan (Kumar, 2000). Thus private channels realised the potential of local television and therefore began serving to its audience any news that had local value as Mehta (2008) elaborates the Indian entrepreneurs Indianised television and they were the cutting edge of Indian capitalism. The result according to him has been the creation of an entirely new form of mass media in India and new ways of engaging with the state for a vast number of Indians. Banerjee (2002) points out that once commercialization and competition creeps into the market then it is no longer possible to impose programming choices on audiences and

audience specificity becomes a key factor in production and programming decisions. In our study it is argued that it is this audience choice that decides the success of the television brand.

However, this is also true for newspapers, which became the second choice of the audience after the boom of satellite television. Growth of newspapers during this period happened with the emergence of a strong language press piggyback riding on economic growth and a consumer culture. Rao (2008) cites Jeffrey (1993, 2000) and Kohli-Khandekar (2006) to make the point that in the emerging neo-liberal environment, money-making began to supersede political propaganda as *raison d'être* for news-making. This led as in television to a fundamental thematic reorientation with newspapers moving away from their strong focus on politics, to include more and more news about the culture industry, consumer goods, the media, business, education and health (Rao, 2008). Rao documents in her book *News as Culture* of commercialization and regionalization as the prevailing trends of the contemporary newspaper industry in India (Bunea, 2012). A recent study found that in Kolkata (which is also the city where this research was conducted) the editors preferred to have local news even if they were a part of national news daily and audience involvement was one of the reasons for selection of news (Colaco, 2007). Hence there is a proliferation of entertainment both in television and newspaper which Thussu (2007) conceptualises as the top down movement of localization where the core western ideology of commodities and technologies is transferred into a vernacular medium (Rao, 2008).

2.4 Entertainment News

Thus comes into the fore the entertainment content of news which has generated reams of literature. Entertainment has been coveted by humans from time immemorial and even cavemen resorted to painting when they had time for entertainment in their leisure (Zillman, 2000). The penchant for entertainment can be found in Greek and Roman history, as they celebrated Olympics and entertained masses with spectacles in the Coliseum (Kowalewski, 2009). In fact, the Romans had 175 days a year associated with entertainment, which Bryant & Miron (2002) argued showed that leaders felt their citizens were much happier

and healthier as a result of entertainment. With the turn of the century individuals have an array of choices among them radio, television and of course internet for entertainment (Kowalewski, 2009). In this context it is important to point out following Zillmann (2000) argued that “media entertainment, because it avails itself to everyone, may be considered entertainment for the masses, but it is not mass entertainment” (p. 17), because there are so many channels of information, no one channel has a monopoly on everyone’s time.

Tracing the source of beginning of entertainment in modern media Weaver (1994) in his book, titled *News and the Culture of Lying*, suggests that one of journalism’s most famous entrepreneurs, Joseph Pulitzer, may be to blame. According to Weaver (1994), Pulitzer in an attempt to evoke values and feelings among newspaper readers focussed on story content and style and less on information. Pulitzer resorted to this culture of lying as he distrusted partisan politics which did not interest the ordinary citizen, on the other hand he wanted politicians appeal to the average citizens. Rather than help, Weaver suggests that this trend created a culture of lying ruled by advertisers and public relations firms trying to appeal to citizens through news stories, which most viewers and readers ultimately perceive as truth on some level. According to Weaver (1994), in such circumstances, officials and journalists are usually lying. They are pretending that the events they are enacting and narrating are bona fide actions taken on the merits in the normal context of the newsmakers job, whereas in fact, most news events and stories are performances.

This may well support the argument that apart from being a source of engagement during leisure time, entertainment not only entertains, it informs (Kowalewski, 2009). It has been pointed out by scholars that entertainment helped individuals to ascertain political information. For example, scholars have seen an increase in entertainment used by individuals to establish political information. Weaver (1994) contended that in the 1992 presidential election, Clinton turned to talk shows and MTV to reach voters. When Clinton appeared on these programs and spoke about certain issues important to him, individuals cited those issues as more important than other issues that he failed to mention. Due to Clinton’s use of non-traditional news disseminators, Weaver (1994) argued, these entertainment programs had a significant agenda-setting effect on voters.

Both Weaver & Postman (1985) argues that the presentation of news also contributes to entertainment and encourages the journalists to indulge in the culture of lying. Furthermore, audiences want and expect this kind of entertainment. Concerning the news industry, Postman (1985) says the majority of the information we perceive as news has become news because we present it to the viewers in a mosaic of sound bites, clips and commentary from talking heads. In the age of information, the majority of our information has become trivialized because it means little or nothing in larger contexts. Postman thought our important ideals lose meaning because they become muddled and skewed within the shuffle of entertainment.

However there are scholars like Zillmann (2000) who argue that entertainment has the ability to “diminish aversions, possibly removing them” (p. 15). This removal results in individuals giving more attention to the information contained within the message. Again when individuals willingly give up their sense of disbelief to enjoy a programme they are more likely to accept the content of the programme. Entertainment also can be persuasive because of the idea of “willing suspension of disbelief” (Shrum, 2009). Rather, they fail to differentiate between the two; they learn from both fact-based information and fiction based information (Green, Garst, Brock & Chung, 2006; Strange & Leung, 1999). Oatley (1999), for example, argued that individuals exposed to fiction take that information as fact and simulate the information into their own cognitive and emotions, making the information true to them. In an experiment, however, Green, Garst, and Brock (2004) exposed participants to a speech either presented as fact or fiction. They found, first, that individuals who were exposed to fact were likely to scrutinize the message. They also found that given the literature, it is difficult to say definitively whether entertainment affects its users more than other forms of media. This is an issue, considering individuals have increasingly turned to entertainment with humorous messages (Zillmann, 2000). The Pew Research Center for People & the Press (Kohut, 2004, 2007) indicated that more young people have turned to political comedy shows such as *The Daily Show*, *The Colbert Report*, or *Saturday Night Live* for information as compared to other traditional news programs. The Pew Research Center found that people who watched *The Daily Show* or *The Colbert Report* more had an increased knowledge

about political events (Kohut, 2007). The report indicated that individuals who watched these programs had more political knowledge than those who watched FOX News or used the Internet.

However, the decline of the ratings of the news in general due to fragmentation of media and change in media habit of younger generation led broadcasters to make news as entertaining as possible, and they adapted characteristics from entertainment genres and modes of conversation that privilege an informal communicative style, with its emphasis on personalities, style and storytelling skills and spectacles (Thussu, 2007). This is documented by Calabrese who says that marketing consultants were hired by broadcast network to spruce up news and suggestion about news programmes and talents that included more emotive delivery, soft feature news, and more on-air attractive and youthful talent (as quoted in Thussu, 2007). With the spread of the American broadcasting companies all over the world this soon became a trend everywhere including India.

2.4.1 Entertainment News in India

The face of the Indian media as a whole changed during the 1990s, structurally, professionally and technologically (Sonwalker, 2002). As India adopted liberalisation the editorial room became a boardroom and news was seen as a de-romanticised commodity. This has been described as Murdochisation of news by Thussu (2006) who describes the process as:

a combination of the following factors: a convergence of global media technologies; a tendency towards a market-driven journalism thriving on circulation and ratings wars; trans-nationalisation of US-inspired media formats, products and discourse; and lastly, an emphasis on infotainment, undermining the role of the media for public information

Hence, both in newspaper and television from this period onwards there was a dominance of the market forces and who to garner circulation and ratings gave priority to news that had commercial value. Initially there was hesitant support within other newspaper managements for the 'marketing-to-the-exclusion-of-

editorial' and 'dumbing down' approaches, but as profits of The Times of India Group soared, other publishing houses too pitched in (Sonwalker, 2002). Misra (1998) points out that a close scrutiny of the country's newspapers reveals that major dailies have distanced themselves from people's issues and are giving more space to fashion and beauty contests and are deliberately avoiding issues that require urgent attention. In the case of news channels Mehta (2008) talks about the "Bunty and Bablisation" of news wherein ND TV before the launch of that movie had the lead actors present news in an effort to garner TRP ratings. Mehta (2008) however, goes on to argue that the encroachment of foreign format television did not mean that Indian priorities were neglected, and he uses examples of cricket and cinema in television news as a hybrid genre that caters to Indianness at the same time being popular. However, all the above mentioned literature is a commentary on the developments in the media scene and is based on the perspectives of the media owners and social and political commentators. There is no empirical study to show whether these developments actually reflect what the audience wants. Even a recent study that of Batabyal (2013) in the same genre seeks to find out how exactly the corporate insinuates itself into the editorial content in newsrooms and what are the particularities of such encroachments through case studies of the media companies, without heeding to find out whether such a development is acceptable to the consumer, who is the most important piece in the media scene. Hence, this paper responds to this gap by documenting customer response on the various variables that effect the media brand. So our study moves on to defining what is a media brand.

2.5 Media and Brand

In the Indian context a review of the literature reveals that there is hardly any study that explores the two concepts, although there is anecdotal evidence and concerns expressed about some studies show a relationship between media credibility and concepts that are similar to brand equity (Meyer, 1998, 2004; Beaudoin & Thorson, 2002). Meyer (2004) proposed a societal influence model for the newspaper industry that predicts that greater media credibility is linked to increased societal influence, circulation, and profitability of newspapers. Beaudoin and Thorson (2002) showed a correlation between newspapers'

mainstream credibility coverage and audiences' attitude towards the newspaper. Meyer (1998) suggested that 80% of the value of a newspaper is an intangible concept he called, "goodwill". He defined goodwill as "the public's willingness to trust the medium enough to use it as information exchange for both social and commercial benefit" (p. 273). The concepts (societal influence, attitude towards newspaper, and goodwill) are all related to brand equity but do not fully capture the essence of the concept. This study is important because it explores the relationship between two concepts from different fields—media channel credibility (a journalism concept) and brand equity (a management/marketing concept). It is theoretically significant because the relationship it explores has not been tested empirically in Indian context. This theoretical relationship is critical for the practice of journalism because of the well-documented culture clash between journalists and professional managers in media corporations (Altschull, 1996; Hickey, 2003). The goal of the professional media manager is increased profitability while journalists and editors are more concerned about professionalism, editorial integrity, and the quality of their news products. Sometimes profitability goals can only be attained at the expense of quality and professionalism; hence the constant squabbles between the newsroom and the boardroom (Batabayal, 2013). Professional managers understand the role of brand equity in building profitable organizations while journalists ascribe similar importance to credibility's role in building a good media outlet. A relationship between these two concepts (if found) would highlight the congruity of the profitability and professionalism goals of media organization and help media managers navigate the inherent dichotomy in achieving both the goals.

2.6 Branding and brand equity

A traditional definition of a brand was: "the name, associated with one or more items in the product line, which is used to identify the source of character of the item(s)" (Kotler 2000, p. 396). The American Marketing Association (AMA) definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (p. 404). Within this view, as Keller (2003) says, "technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand" (p.

3). He recognizes, however, that brands today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers. Before the shift in focus towards brands and the brand building process, brands were just another step in the whole process of marketing to sell products. According to Urde, (1999) for a long time, the brand has been treated in an off-hand fashion as a part of the product. Kotler (2000) mentions branding as “a major issue in product strategy” (p. 404). As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image. Aaker & Joachimsthaler (2000) argue that within the traditional branding model the goal is to build brand image; a tactical element that drives short-term results.

Kapferer (1997) mentioned that “the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact” (p. 28). The brand served to identify a product and to distinguish it from the competition. “The shift in focus towards brands began when it was understood that they were something more than mere identifiers. Brands, according to Kapferer (1997) serve eight functions shown in Table 2.1: the first two are mechanical and concern the essence of the brand: “to function as a recognized symbol in order to facilitate choice and to gain time” (p. 29); the next three are for reducing the perceived risk; and the final three concern the pleasure side of a brand. He adds that brands perform an economic function in the mind of the consumer, “the value of the brand comes from its ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers” (p. 25). Therefore branding and brand building should focus on developing brand value.

Function	Consumer benefit
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.
Practicality	To allow savings of time and energy through identical repurchasing and loyalty
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimization	To be sure of buying the best product in its category, the best performer for a particular purpose.
Characterization	To have confirmation of your self-image or the image that you present to others.
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical	Satisfaction linked to the responsible behavior of the brand in its relationship towards society.

Table 2. 1 The Functions of the Brand for the Consumer Adapted from (Kapferrer 1997)

Aaker and Joachimsthaler (2000) define brand equity as brand assets linked to a brand's name and symbol that add to, or subtract from, a product or service. According to them, these assets, shown in Figure 2.1, can be grouped into four dimensions: brand awareness, perceived quality, brand associations, and brand loyalty.

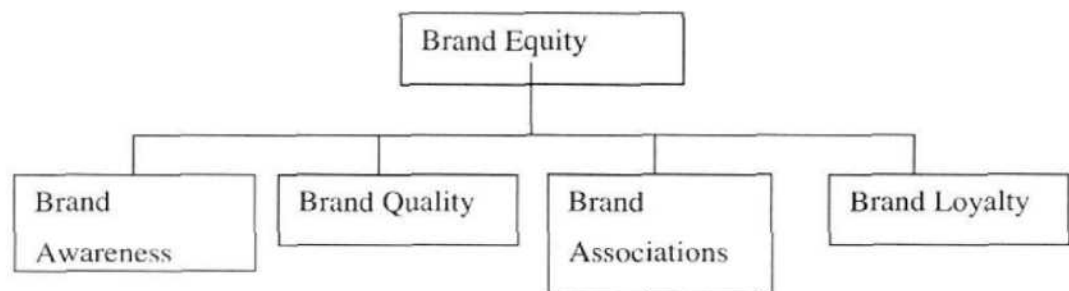


Figure 2.1 Brand Equity, adapted from Aaker & Joachimsthaler (2000)

Kapferer's view of brand value is monetary, and includes intangible assets and according to (Doyle 2001), "Brands fail to achieve their value-creating potential where managers pursue strategies that are not orientated to maximizing the shareholder value." Four factors combine in the mind of the consumer to

determine the perceived value of the brand: brand awareness; the level of perceived quality compared to competitors; the level of confidence, of significance, of empathy, of liking; and the richness and attractiveness of the images conjured up by the brand. In the relationships between the different concepts of brand analysis, according to Kapferer (1997), are summarized (Fig. 2.2)

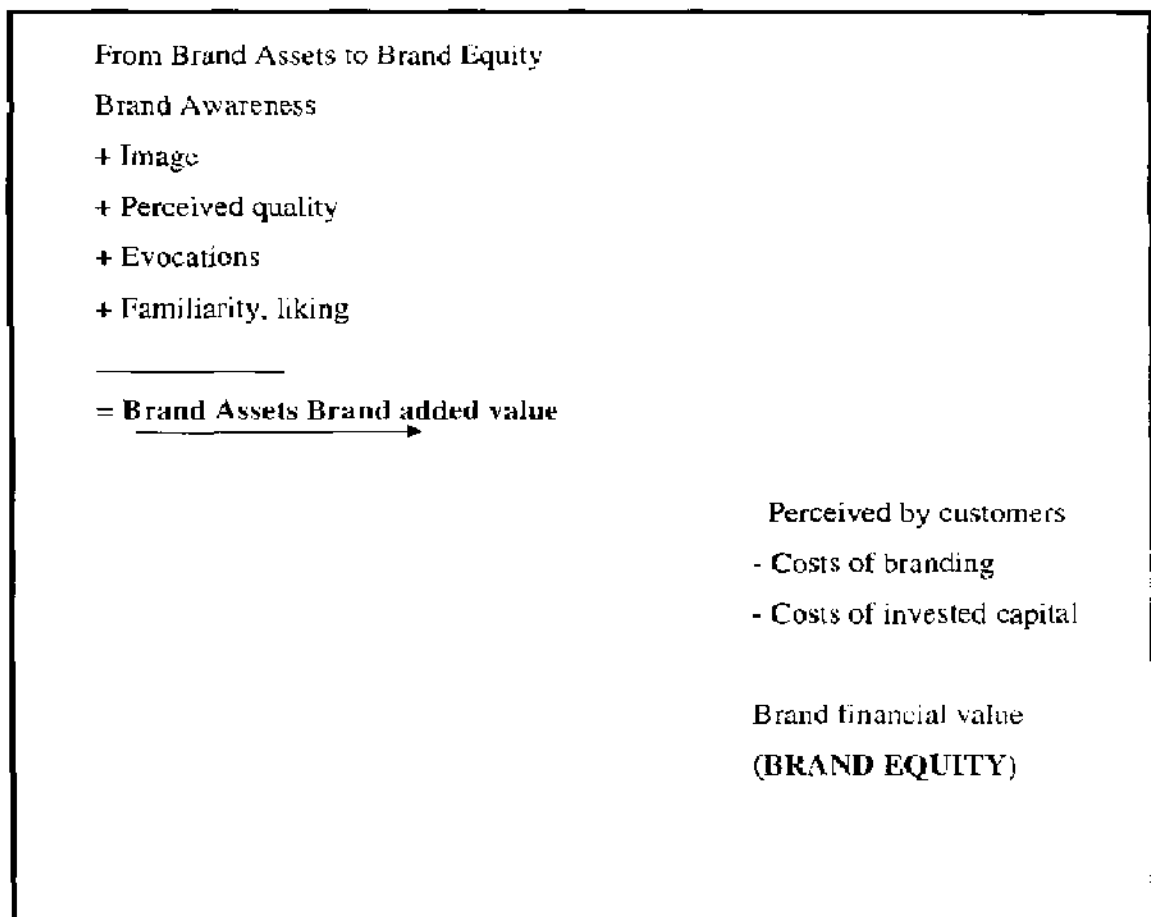


Figure 2.2 Brand Asset to Brand Equity adapted from Kapferer 1997

A brand will have higher customer-based brand equity as brand awareness increases to a higher level, and as consumers hold stronger, and more favourable and unique brand associations. Therefore, brand awareness, and strength, favourability, and uniqueness of brand associations are used as indicators of customer-based brand equity. By using these dimensions for the measurement of brand equity, a theoretical framework of customer-based brand equity for the

direction of marketing activities can be applied. The company can directly influence the dimensions of brand knowledge (or brand description) through its marketing activities, which can additionally increase the applicability of the developed scale to direct marketing activities.

In order to specify the domain of the specific dimensions to be measured, the definitions presented by Keller (1993) will be used. Brand awareness is defined as the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. This is related to the likelihood that a brand name will come to mind and to the ease with which it does so. There are three major reasons why brand awareness has an important role in consumer decision making. First, raising brand awareness increases the likelihood that the brand will be included in the consideration set. Second, brand awareness can affect consumers' decisions about brands even if there are no other brand associations, especially in low involvement decision settings when a minimum level of brand awareness may be sufficient for brand choice. Finally, the formation and strength of brand associations is influenced by brand awareness.

The strength of brand associations is related to the strength of their connection to the brand node. The strength of a particular brand association increases the likelihood that this association will be accessible and the ease with which this association can be recalled. The favourability of brand associations is related to the consumers' beliefs that brand attributes and benefits will satisfy their needs and wants. Indeed, the success of marketing programmes is reflected in the creation of favourable brand associations. The uniqueness of brand associations is related to the extent to which brand associations of one brand are not shared by other competing brands.

Briefly overviewed, the first step of the CBBE model is to ensure the correct 'brand identity'. Answering the first question customers ask about brands - Who are you? - the purpose is to create an identification of the brand, and an association with a specific product class or need (Keller, 2003). The initial step consists of the brand building block, 'salience'. The second step answers the customer question - What are you? - by establishing 'brand meaning' in their minds, and linking brand associations with certain properties (Keller, 2001). Two brand building blocks make up this step - 'performance' and 'imagery'. The next

step is 'brand response' whereby the proper customer responses to the brand identification and meaning are elicited (Keller, 2003). This step is achieved with the 'judgments' and 'feelings' building blocks, and answers the question - What about you? 'Brand relationships' constitutes the final step in the CBBE pyramid where brand response is converted to an intense, active loyalty relationship between customers and the brand (Keller, 2001). Addressing the customer question of - What about you and me? - the final brandbuilding block and the pinnacle of the pyramid is 'resonance'. Keller's conceptual framework provides guidance in building, measuring and managing brand equity (Fig 2.3).

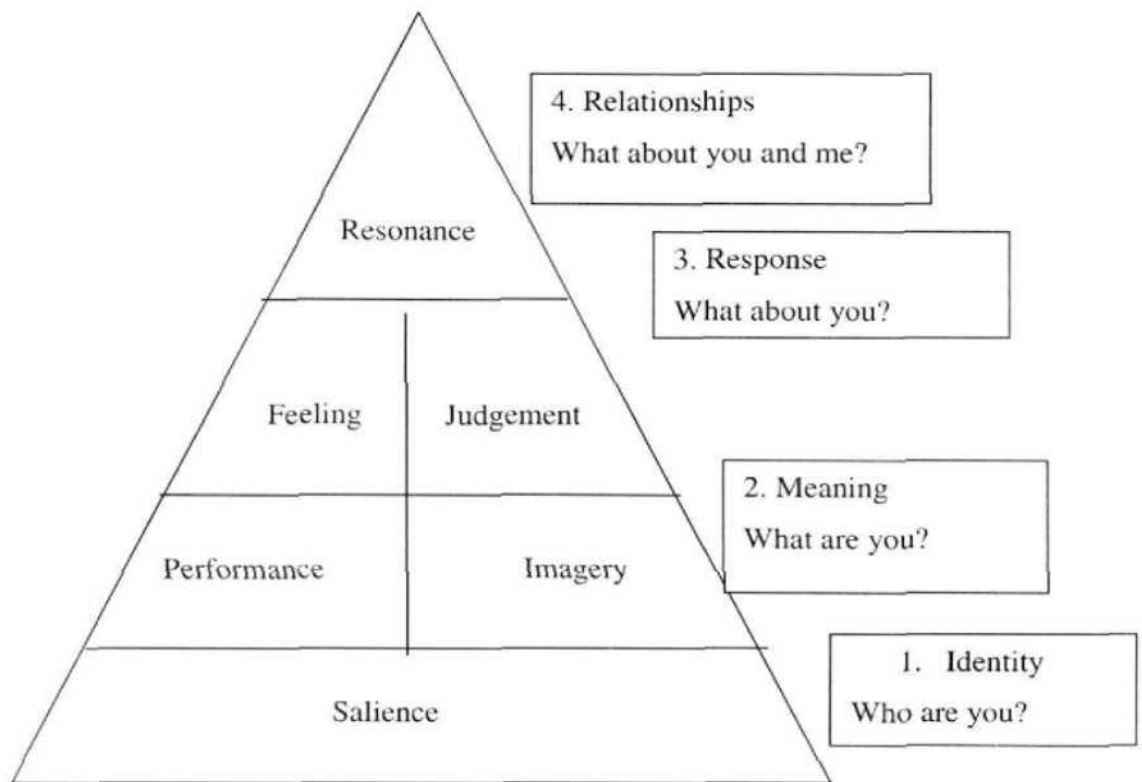


Figure 2.3 Customer-Based Brand Equity Pyramid adapted from Keller (2003)

CBBE is a measure of the intangible added benefit of branding to consumers (Aaker, 1991; Keller, 2002). Higher levels of CBBE imply that consumers will react more favorably towards the product, price, promotion, and distribution of a

brand than they would towards a generic product in the same category (Keller, 1993). Keller theorized that a brand is said to have “positive (negative) customer-based brand equity if consumers react more (less) favorably to the product, price, promotion or distribution of the brand than they do to the same marketing mix element when attributed to a fictitiously named or unnamed version of the product or service” (p. 8). CBBE directly affects consumers’ psychological judgment with respect to the brand making them favorably disposed towards paying more and searching further for the product the brand represents (Berry & Biel, 1992). The concept also encapsulates the total value of the brand, consisting of the marketing variables of the brand (price, product, package, etc.) and the intangible relationship between the brand and the consumer.

Researchers primarily conceptualize CBBE as consumers’ knowledge about the brand and often measure the concept by observing the effects of brand knowledge on consumer behavior towards the brand (Hoeffler & Keller, 2002). This theoretical conceptualization is the basis for Aaker’s (1991) definition of CBBE as the outcome generated by the marketing activity of a brand that would not have occurred if the product or service were unnamed and Keller’s (1993) conceptualization of CBBE as the “differential effect of brand knowledge on consumer’s response to the marketing of the brand” (p. 2). CBBE also affects the profit potential of a brand by making it possible for the brand to attain increased market share and favorable price structures (Aaker, 1991). A higher level of CBBE help brands endure crisis situations like negative press and shift in consumer tastes, and provides competitive edge against other products in the same category (Aaker, 1991). Keller (1993) observed that CBBE is built by increasing consumers’ familiarity with the brand and creating a series of favorable, strong, and unique associations to the brand in consumers’ memory. Hoeffler and Keller (2002) observed that the power of a brand resides in the minds of the customers and those organizations seeking to build CBBE have to ensure that customers undergo the right type of experiences with their products and services so that the desired thoughts, feelings, and images can be linked to the brand. The consumer’s experience with the brand could occur through contact with anyone (salesman, celebrity endorser, receptionist etc.), or anything (the product, advertisements, etc.) that the consumer can associate with the brand. A

key objective of branding activities is to enhance repeat purchase or patronage, because substantially less marketing activities and lower expenditure is required to ensure repeat patronage than to recruit new customers. Strong CBBE helps to move consumers from prospects, occasional users, or habitual buyers to brand loyalists. Brand loyalty is the: (1) biased (i.e. non-random) (2) behavioral (i.e. purchase), (3) expressed over time, (4) by some decision-making unit (5) with respect to one or more alternative brands out of a set of such brands, and (6) is a function of psychological (decision making, evaluative) process (Jacoby 1978, p. 80). Kotler et al. (1996) identified brand conviction as the key difference between habitual buying behavior and brand loyalty. He noted that habitual buying behavior is based on availability and brand familiarity. Thus a habitual buyer would switch to another brand if availability is reduced or routine buying behavior is disrupted while a brand loyalist would go the extra mile to find the brand.

In summary, higher levels of CBBE enhance the value of products and services (Fombrun, 1996); improves consumers' disposition towards organizations and their products (Keller, 1993); improves consumers' psychological judgment with respect to a brand, making them favorably disposed towards paying more and searching further for the brand (Aaker & Biel, 1992; Aaker, 1991); and helps organizations attain increased profitability through increased market share and favorable price structures.

2.6.1 Media Brands

Media brands are different from consumer products in three distinct ways, firstly, they are information goods, which can only be assigned value after they have been experienced; as such they are subject to scale and scope economics—high fixed cost and low variable costs (Reca 2006). Second, media brands are dual goods as they have two distinct buyers—content for the audience and audiences' time and attention for advertisers. And finally, media good are uniquely dependent on creative talent, whose personal brands affect audiences' perceptions of the product regardless of the delivery vehicle. News is also different from consumer goods and other media products because it is not primarily a profit-generating product but is a society building product that

generates profit in the process of fulfilling its normative role. Bagdikian (1997) notes that news media outlets typically see public service as a major part of their organization goals but have challenges navigating the seeming dichotomy of attaining both profitability and public service goals.

In India unlike other parts of the world print media reaches about a quarter of population against about 45% reached by television. (Rao and Vasanti, 2005). Today the newspaper industry is competing not only amongst themselves but also with television and online brands. Therefore, it is imperative that they find out the factors that will make their market share in this intense competition. Although a great deal of research on loyalty has been extensively carried out on tangible goods, it cannot be generalized to loyalty for newspapers due to the very nature of newspapers as a product as described by Reza (2006). Newspapers have distinct attributes from other consumer products. It has very low shelf life and the manufacturing cost of a newspaper is 50% more than its selling price. Profit can be made only through advertising revenue, which needs to be backed by circulation. According to a recent study of loyalty and trust factors of Indian newspapers it was found that repeated purchase had the strongest influence on loyalty followed by emotional value and brand trust. (Punniyamoorthy and Raj, 2007). However, the above mentioned study did not empirically look into Brand equity or brand performance.

Branding and CBBE are relatively new concepts in the field of mass communication (Chan-Olmsted & Kim, 2001). Although the concepts have been used in traditional marketing and management fields for a long time, journalists and media managers remained skeptical about applying branding principles to the media until recent times when the intense proliferation of media vehicles and the attendant fragmentation of audiences have instigated media outlets to seek new ways of differentiating their products to the audience (Brinkley, 1997). Although media managers agree that, "branding is overall a very useful business tool" that "will help them achieve long-term business success" and "stay competitive", Chan-Olmsted and Kim observed that most of them "did not appear to be very familiar with the brand equity concept" (2001, p. 85 - 86). Similarly, empirical mass communication research on the application of branding principles to the media is in its infancy (Chan-Olmsted & Kim, 2001).

Media organizations are evolving to mitigate the threats of increased competition and audience fragmentation in today's media industry (McManus, 1994). They are seeking ways of determining and catering to the whims of an elusive active audience who has access to more media outlets than at any time during the history of mediated communication. Attaway-Fink (2004) found that newspaper editors were favorably disposed towards the practice of generating and formatting contents to attract specific target audiences. She observed that, "Through research, editors and publishers have been able to identify the newspaper's most marketable elements. Special sections designed to meet reader interests, whether entertainment or local news, have become elements of the new targeted communication practices used in newsrooms across the USA" (p. 145). The control of media content has shifted from professional gatekeepers to the audience, as media channels scramble through opinion polls, focus groups, and audience measurement services to understand the content needs and desires of the audience (Webster & Phalen, 1997). Therefore, branding, a strategic management process for identifying a product and distinguishing it from similar goods and services (Aaker, 1991), assumes new importance as media managers seek ways of differentiating their media outlet from the rest of the pack (Chan-Olmsted & Kim, 2001; Lin, Atkin, & Abelman, 2002).

McDowell & Sutherland (2000) used CBBE theory to analyze television program brand equity. They conceptualized program brand equity in terms of sustained market dominance and exceptional audience loyalty. They analyzed a 10-year longitudinal summary of Nielsen sweep report and additional data from Marshal Marketing and Communication, and concluded that each program has its own unique brand equity, which is distinct from the brand equity of the television channel broadcasting the program. They found that higher program equity helped programs build more audience than their lead-in programs' audience size and to recruit more audiences from other sources. The study concluded that program equity affects the number of converts, the number of defectors, and the number of loyalists that a program has. Lin, Atkin and Abelman (2002) observed that network affiliation and the branding effort of the television networks affect the brand image of local stations, and changes in network affiliations may cause audiences to relate differently to local stations. Ha and Chan-Olmsted (2001)

studied enhanced TV features, such as web based brand extension products for TV networks, and found no relationship between respondent's awareness or rating of the web-based enhance TV contents and their rating of network television program. Although respondents accepted the web-based enhanced TV features as brand extensions of the network station, their knowledge, awareness, and usage of the web-based feature did not induce them to watch the network. The researchers, however, noted the supporting role of the web-based enhanced features and observed that they offer a way for audiences to interact with and build knowledge structures about the networks.

Chan-Olmsted and Kim (2002) noted that although commercial free-to-air television has lost a substantial part of its audience to cable television, public television had just begun to feel the heat of competition from cable stations with similar programming like Discovery Channel, The Learning Channel and The Travel Channel. They conducted three focus-group sessions to determine the brand images of PBS and five similar stations. Using the words consistently used to describe PBS and similar stations in the focus-group sessions, and words used in Rubel's (1995) study of PBS logo, they developed a measure of brand image with 11 terms – trustworthy, unique, enlightening, variety, relaxed, intelligent, informative, quality, educational, exciting, and responsible. They conducted a survey to determine (a) the brand image of PBS, (b) the value of PBS' brand equity relative to comparable cable channels, (c) PBS' audience quantity and profile, and (d) factors that contributed to audience's attachment to PBS in a multi-channel environment.

The researchers (Chan-Olmstead & Kim, 2002) found that PBS continues to enjoy a positive brand image relative to comparable cable networks and that the popularity of cable networks offering similar programs has not diluted the CBBE of PBS or the growth of PBS membership. They noted that PBS's branding effort has successfully built a strong brand equity, and concluded that "public television continues to enjoy a very positive brand image among its viewers in contrast to comparable cable networks, scoring high in areas of 'quality', 'educational value', and 'trustworthiness'" (p. 315). The researchers, however, found that the PBS brand had become so linked to its brand image of "quality," "educational value,"

and “trustworthiness” that respondents did not attribute other features such as “exciting” to the brand.

2.7 Brand and Credibility

Credibility studies have been part of mass communication research since the inception of scientific inquiry into the communication process (Self, 1996); while branding and brand equity as mentioned earlier are new concepts in media industry. Credibility has been studied primarily within four domains—source, medium, message and audience characteristics. Source characteristics studies explore the expertise and trustworthiness of message sources; message characteristics studies evaluate the attributes of messages that make them credible; audience characteristics studies analyze the influence of message receivers’ demographic and psychographic variables on the credibility of sources, messages and/or media; while media credibility studies evaluate the effects of media types and channels on audiences’ perceptions of message credibility (Metzger et al., 2003; Self, 1996). Branding is a management process for differentiating products within a product category (Kim and Chan-Olmsted, 2001). A brand is the totality of the name, sign, symbol or logo used to identify and differentiate a product (Kotler, 1991). Brand equity—the product of successful branding—is the outcome generated by the marketing of a brand that would not have occurred if the product were unnamed (Aaker, 1991). Therefore credibility of the content will affect the branding of newspapers, television channels and online portals.

2.9 Ideology, localization and Entertainment in Brand Context

There are very few studies on brands that have considered the variables reviewed in this literature. the reason maybe that these are not typical of products or services and therefore have been ignored as an area of research. Though there is evidence that brands that have created largest connection with their audiences and value for their company are those that have stood for true ideals--the values that tap into people’s quest for true ideals (Simon, 2011), there is a dearth of studies that how much importance audiences give to ideology in choosing that brand. According to Simon (2011) a shocking 87% of the consumers say that they are likely to switch to a brand that adheres to a higher purpose. In the case of

retail food chain Massa & Testa (2011) found that a company's ideology should be pervasively applied to each aspect of a brand and it seems to be primarily situated within tangible and physical attributes, rather than within symbolic features. Therefore in the case of media industry the consumer will seek for a brand that matches his ideology and previous research (Oyedeki, 2010) has shown that ideological congruence of the audience with a television brand contributes to the credibility of the brand.

In the context of localization it has been seen that most of the media brands serve local news to create audience loyalty but there is no research to show how such localization makes it more preferable than other competing brands. In the case of entertainment and packaging there is evidence that it enhances the viewership of the channels (Grabe, Zhou, Lang & Bolls, 2000) here also there is lack of research to measure its effect on a brand.

2.10 Moderating role of Brand Choice and Demography

The variables reviewed so far influences the consumers to make brand choices during the brand evaluation stage. Oyedeki (2008) with regards to Fox news and CNN showed that the brand equity of the channels and ideological congruency of the consumer with the particular television channel resulted in greater message credibility. Bucy (2003) suggests that there is an association between age and education and the assessment of news credibility of a channel. Holbert Hmielowski. & Weeks (2012) on the other hand found that political ideology of the audience drove the consumption of either Fox or MSNBC news telecasts. Beam (2003) in his study showed that newspapers with strong market orientation publish fewer items about government and public affairs and more items about lifestyle and sports than newspapers with a weak market orientation Therefore the variables would have differential effect on the brand equity of the media vehicles depending on the choice made by the consumer.

Demographic studies have shown that different audience segments process news in different ways. Grabe, et.al (2000) has provided experimental evidence that adults with high school (or less) education encode news information less efficiently than those with college degrees. Golan (2010) points out that scholars of media credibility have pointed to the important influence of audience based

variables in their assessments of both source and medium credibility. These include, but are not limited to, variables such as age (Bucy, 2003), income (Ibelema & Powell, 2001), education (Mulder, 1981), gender (Robinson & Kohut, 1988), and race (Beaudoin & Thorson, 2005). Klein (2003) in his research found that there are demographic differences as to viewing of violent news with younger men enjoying it while women trying to avoid it by putting the television off. With regard to sensationalism in television news Wang & Cohen (2009) found that formal features, channel selection, motivations for watching TV news, and viewers' demographics are significant factors that influence viewers' perceptions of sensationalism. However, there is not much literature available as to how the different demographic segments view credibility, ideology, localization and entertainment as a whole in their media outlet.

2.11 Summary of the literature

In a special issue on credibility of American Behavioural Scientist Golan (2010) quotes Berlo, Lemert, & Mertz, (1969) to make the point that scholarship has identified the concept of media credibility as a complex and multidimensional construct which the above literature review brings forth. There are four types of credibility research. Source credibility research focusses on the credibility of the source while medium credibility focusses on the characteristics of the medium. The two other facets of credibility research are: message characteristics, which evaluate the attributes of messages that make them credible and audience characteristics which analyses the influence of message receivers' demographic and psychographic profile on the credibility of sources, messages and/or media.

Since brand equity is affected by audience's psychographic characteristics and ideology is a manifestation of that. Ideology in news is highlighted by framing which means the attitudes and beliefs of one group get priority compared to others. Framing of ideology becomes more relevant if it is in the interest of the community to which the news media vehicle caters. Therefore localization is studied as the next variable that influences news. It means that if news that has relevance to the audience is going to be valued more and in turn the brand serving it would have more equity. However, much of local news has audience just not because the global media owners are trying to woo the audience through

localization also because that not only aspiring local leaders, but also resource-poor citizens such as members of low caste groups use local news in order to promote their own interests and agendas (Rao, 2008). However, this localization happens also because of the entertainment content of news which is the result of 'Murdochisation' of news and therefore use of lot of packaging elements, celebrities and humour.

Such content obviously should be affecting the news vehicle and it becomes important to study the brand from consumer perspective. Brand here is defined as a sign or symbol or an association that differentiates it from other products in the same category. And brand equity is the value a company derives from it being memorable, easily recognizable and superior in quality and reliability. Consumer based brand equity is discussed from three perspectives that of Kapferer (, Aaker and Keller. For the purpose of this study Aaker's definition is relied on and discussed in the context of different variables. However, the study of the effect of the variables on brand equity would remain incomplete if the effects of demography and brand choice are not assessed. Literature on brand choice indicates that audience has different reasons for adhering to different brands. Demographic studies also indicate that there are differences in assessing the credibility, sensationalism and proximity of the news media vehicles based on whether the audience is old or young, rich or poor and man or woman (Cohen 2009; Bucy, 2003; Ibelema & Powell. 2001).

CHAPTER 3

CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

3.1 Introduction

The review of the literature on credibility, ideology, localization, entertainment general brand equity literature establishes that there is a link between message variables and brand equity. With the help of the discussed theories on message variables this chapter first develops a conceptual model to explore and measure the impact of the factors on brand equity of both newspaper and television channels. Following that steps are established for an empirical study of the conceptual model after which research hypothesis are advanced regarding the relationships between credibility, ideology, localization, entertainment and brand equity. Also hypothesis about the moderating role of demography and brand choice is advanced.

3.2 Gaps in the research

The literature review establishes that there are lacunae in the areas of research about the link between message variables and their effect on brand equity. For establishing the conceptual model the gaps are identified in Table (3.1)

Message/medium variables	Branding	Industry
Most of the studies reported in literature were conducted in developed countries. The researcher could not locate any empirical study in Indian context.	Studies of media brands is mostly in the western context	No industry specific empirical study on any of the areas except credibility
Most of the studies are on a single message variable	None of the studies cover the entire industry, they are on specific brands	Industry studies give circulation, readership and TRP ratings but not any brand equity study of the media brands in the Indian context
In the Indian context there are no studies which indicate how the consumer's judge 24 hr news channels	Researcher did not find any study on assessment of brand equity of the media vehicles based on their content even in western literature	Current industry practices indicate there are managerial dilemmas about deciding content of the media vehicles however there are no clear indicators about how that relates to the assessment of the media brand
	There are industry references to consumer expectations but none in the academic realm trying to assess consumer expectations or evaluations of media brands	
	There is no demographic profiling of the preferences of the different segments as to their evaluation about performance of the media brands	

Table 3.1 Gaps in the research

These gaps in the literature that do not establish a link between message variables of news and brand equity of the media vehicles forms the basis of this research. Infact such a necessity has been expressed by Chan-Olmsted (2006) who says that in future research one should investigate ways to measure brand equity in media business.

As evidenced in literature review there is a rich body of work on media credibility but two things emerge (1) they are all in the western context and (2) there is no assessment as to how it affects the performance of a media brand. In the Indian context there is no study that has empirically explored credibility as a message or medium variable. As for the literature on ideology, entertainment, and localization there are discourses both in the Western and Indian context but again there is a lack of empirical research. And these researches as pointed out in the literature review do not indicate their influence on the marketability or branding of the news vehicle (See Table 3.1). Branding as a philosophy has permeated media industry but as McDowell (2006) points out that this relatively newfound research domain is still experiencing growing pains specifically because there are no identified measures that can ascertain equity of channels.

3.3 A Model for explaining the brand equity of media vehicles

From literature review it is seen that credibility of a medium influences consumer's acceptability of news and has been measured in extant literature for that purpose (Hovland et al., 1953; McCroskey, 1966; McCroskey & Jensen, 1975; Begget al., 1992; Slater & Rouner, 1996). On the other hand there are researches that show that message impact is related to source credibility (Slattery & Tiedge, 1992; Graber, 1988; Robinson & Kohut 1988; Boehm, 1994). Apart from credibility the other message and medium variables that researchers found influenced consumer's perception of news was ideology (Price, et.al., 1995; Scheufele, 1999; McQuail, 2005). This study follows the definition given by Lyon & Scheib (1992). According to him ideology is an abstract, integrated view of the political world giving rise to a logical structure of attitudes toward policy issues, political parties, and candidates. In India and West Bengal it has been found that leadership on basis of ideology has been given by media (Jeffrey, 1987; Rani, 2011; Roy Ghatak & Guhathakurta, 2011). However, it has been said

that India is a pluralist country (Sonwalker 2002; Sarker 1994) therefore ideology of the medium does not fully explain the success of news. Hence, the study looked at recent researches (Kanisis, 1991; Thussu, 2007; Ninan, 1995; Mehta, 2008) which indicate that multinationals pursuing globalization have ensured localization. This localization in its implementation brought in elements that led to the inclusion of Bollywood, and other forms of trivia in the news (Pendakur and Kapur, 1997; Thussu, 1998; Kumar, 2000). There were packaging elements also (Postman, 1985; Thussu, 2007) which are designed to increase the viewership or readership of news. Researchers (Green, Garst, Brock & Chung, 2006; Strange & Leung, 1999; Oatley, 1999) have shown that using of fiction, humour, sound-bytes, increases news viewership/ readership. Hence when seen from branding perspective these message and medium characteristics are attributes which enhance viewership or readership. In branding theory attributes differentiate a product from a brand (Keller, 1993; Kotler, 2000; Kapferer 1997). A look at the branding theory reveals that brand value is built through equity and equity is the result of awareness, association, loyalty and quality (Kapferer, 1997, Keller, 1993, Aaker, 1991). This study focusses on Aaker's (1991) understanding of consumer based brand equity to suggest the proposed model (Fig 3.1). The model could be roughly divided into two parts the antecedents explained by the message or medium variables and the effect by brand equity. Brand Choice and Demographics are the moderators that influence the effects of the message or medium attributes on brand equity.

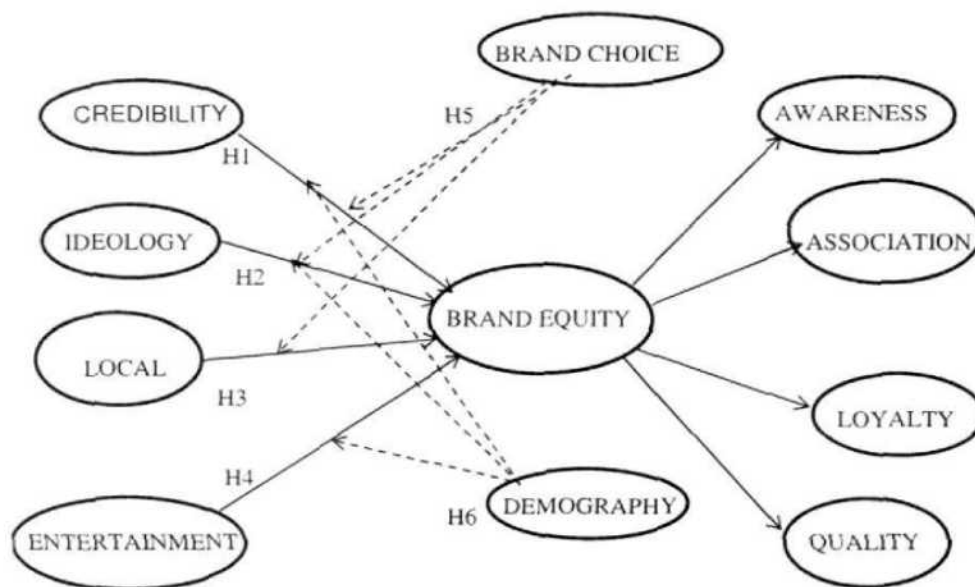


Fig 3.1 Hypothesized Model

3.4 Research Objectives

Based on the above discussion the research objective of this dissertation is:

- 1) To ascertain whether the message variables discussed in literature review are valid in the Indian Context
- 2) Whether the message variables affect the Brand equity of news media vehicles
- 3) Whether the effects are valid for all spectrum of the target audience and media brands.

3.4 Hypothesis Development

Figure 3.1 shows the hypothesized causal relationships among the constructs of interest. This model is based on research on literature about credibility, ideology, localization, entertainment, branding, brand choice and demographics. Individual news consumers represent the unit of analysis.

Here media channel credibility refers to the audiences' perceptions of a news channel's believability, as distinct from the believability of the individual journalists and sources, media organizations, or the content of the news itself

(Bucy, 2003). To explain the concept it can be said that the reporter/editor is the source, the medium is the television channel or the newspaper and the channel is the particular television or newspaper brand. Therefore the first hypothesis of the study was that:

(H1) Credibility would positively influence Brand Equity of a news media vehicle

- a) Credibility would positively influence the brand equity of a newspaper
- b) Credibility would positively influence the brand equity of a news channel

Previous research in the Western context has established that apart from credibility, ideology is the strongest point of an audience's way of identifying with a news media vehicle. Gunther (1992), Hinich & Munger (1994) have extensively studied the role of audience's world view in their perception of media messages. Furthermore Oyedepi (2010) argued that ideological congruency influences consumer's perception of brand equity and message credibility of a media outlet. In the Indian context there is ample evidence to suggest that if the ideology of a media vehicle is congruent with the audience's beliefs then it garners more followers (Ninan, 2003). Therefore we posit that:

(H2) Ideology would positively influence brand equity of a news media vehicle

- a) Ideology would positively influence the brand equity of a newspaper
- b) Ideology would positively influence the brand equity of television news channel

After an initial infatuation with western English-language programming in the early nineties, both foreign and Indian media owners realized that US-originated programming was being viewed by only very small urban elite. According to Thussu (2008) the sheer logic of market pressure – localizing the products to reach a wider consumer base and increase advertising revenues, led the media owners to local versions of the western programmes. Hence our research would establish that:

(H3) Localization would positively influence Brand Equity.

- a) Localization would positively influence the brand equity of a newspaper
- b) Localization would positively influence the brand equity of a news channel

Message variables were also found to influence a media brand's perception as Slater and Rouner (1996), found that aesthetic presentation or internal characteristics of messages can influence perceptions about media vehicles. In the Indian context with news becoming infotainment aesthetic presentation and packaging of news assumes particular importance. It finds echo in several media studies such as Thussu (2008) who refers to the recent use of entertainment and packaging to garner audience. Therefore this study hypothesized that:

(H4) Entertainment and packaging of news would positively influence Brand equity

- a) Entertainment and packaging of news would positively influence the brand equity of a newspaper
- b) Entertainment and packaging of news would positively influence the brand equity of a news channels

3.5.1 Moderators

A moderation effect is a causal model that postulates “when” or “for whom” an independent variable most strongly (or weakly) causes a dependent variable (Baron & Kenny 1986; Frazier et al. 2004; Kraemer et al. 2002). In essence, a moderator modifies the strength or direction (i.e. positive or negative) of a causal relationship. For example, a teacher or researcher may not be merely interested in knowing whether a new instructional method leads to a better learning outcome. Additionally, he or she may wish to know if the new instruction method is equally effective for students with low and high parental involvement—parental involvement being the moderator (Bruno & Zumbo, 2008). Perhaps the moderation effect is more commonly known as the statistical term “interaction” effect where the strength or direction of an independent variable effect on the dependent variable depends on the level (e.g., male or female) or the value (e.g., attitude) of the other independent variable.

It has been seen in the literature review that the effects of brand choice and demographics on brand equity of the channels would differ depending on the brand choice made by the consumer therefore it is hypothesised that

(H5) Brand choice would moderate the effects of the variables on brand equity

- a) Brand Choice would positively influence the brand equity of a newspaper

- b) Brand Choice would positively influence the brand equity of a news channels

It has been proved by Grabe et.al (2009), Spaulding (2005) that audience characteristics influence the message variables therefore it is postulated that

(H6) Demographics would moderate the effects of the variables on brand equity.

- a) Demographics would positively influence the brand equity of a newspaper
- b) Demographics would positively influence the brand equity of a news channels

The final analysis was a comparative analysis of the proposed model for both television and newspaper. Previous research has established that a model validity can be established by comparing it with another similar model (Oyedeki, 2010). Here the study does not attempt that but simply compares the efficacy of the model in the two contexts.

CHAPTER 4

RESEARCH DESIGN

4.1 Introduction

Based on the literature review a model is proposed wherein it is conceptualised that the message variables would be antecedents of Consumer Based Brand Equity of the news media vehicles. However, before the study undertook hypothesis development it was necessary to be sure that the variables under study were valid for India more so as none of them had been empirically studied in the Indian context. Therefore to satisfy the research objectives a multilevel data testing was undertaken (Table 4.1). In the first phase the study undertook focus group interviews to understand whether the variables under discussion were acceptable to news consumers in India.

Stage I	Focus group interviews to assess views about the success of the news Channel which would also give the message variables
Stage II	Questionnaire development on the basis of the focus group interview and tested through pilot test..
Stage III	Collection of data for next stage and data split and subjected to EFA for rationalizing of constructs
Stage IV	CFA done on the residual data to confirm the measurement model
Stage V	SEM done to test the hypothesis.

Table 4.1 Stages of research

Second to check the validity of the items generated the study did a pilot survey. Once the pilot survey validated the constructs a larger survey was undertaken to test the model. The study then did an EFA (Exploratory Factor Analysis) to establish the constructs identified before. Once the constructs were established a confirmatory factor analysis (CFA) was done to proceed towards the proposed model. The study therefore followed the five steps as identified in Table 4.1.

4. 2 Focus group Interviews

It has been established that focus groups are carefully planned discussions designed to obtain perceptions on a defined area of interest in a permissive, nonthreatening environment (Krueger, 1998). The focus group technique has been used for a wide range of purposes including marketing research, evaluation of political candidates, and mock trials to anticipate jury deliberations (Goldman & McDonald, 1987; Rosenbaum, Cockton, Coyne, Muller, & Rauch, 2002; Sullivan, 1991). One expressed purpose of the focus group is to learn more about attitudes and opinions (Hyden & Bulow, 2003), and it also gives insight about the typically unspoken social norms, expectations, and cultural understandings that emerge from deeper analysis of conversational exchanges (Bloor, Frankland, Thomas, & Robson, 2001). Since it analyses the content in order to explain a certain phenomenon by which the relevant and meaningful hypotheses can be established that could aid the design and conduct of subsequent quantitative investigations (Roche & Robert, 1991), it was expected that this method would help in finding the items of the variables under focus. Two groups were interviewed and each had 12 participants. The younger group was represented by students whose age ranged between 18 to 23 years. The older group had a mix of faculty and administrative staff and age ranged between 25 to 50 years. In order to gain a lay viewer's/reader's opinion about news most respondents were chosen from non-media background. All the focus groups were conducted by researcher herself.

The following semi structured questionnaire was followed to ensure consistency:

1. What is seen as credible news?
2. Does entertainment affect the value of news and the news channel?
3. Is packaging a reason for choosing a news media brand?
4. What makes one turn to a media brand?
5. Does one's view on politics influence his choosing of the channel
6. Do viewers find local news more valuable?

The first set of outcome is from the younger group, and the results have been summarized as under:

- The participants flipped through various media brands in order to clarify credibility of information and news was read or watched largely for information and staying connected with the recent happenings.
- They were of the opinion that news was biased and therefore there was need to surf channels or read different newspapers. They preferred news with both information as well as entertainment in it.
- The first group that comprised of youngsters read at most two newspapers and surfed 5 to 6 channels. While most youngsters spoke of information, rather credible information as a reason to turn to news the entertainment quotient of news was strongly emphasized. In fact, the mix-match of entertainment and news was a big draw as they found 'infotainment' to be more acceptable than old fashioned news presented without any fanfare.
- Language, content, presentation and visuals helped them to understand news better. They were specific in saying that in electronic media bulletins came mostly in bulleted forms which was much easier to remember. The total package as a whole is of prime significance from presentation to content, to anchors.
- Local television channels were more attractive as they gave both local, national and international news and vernacular language made it easier to understand. They consciously did not choose channels or newspapers that had similarity with their world views, however, they were aware that the senior members of the family subscribed to certain channels because of their ideological congruency with the channel.

When it came to the senior group, stimulating discussion emanated from the fact that credible news was almost absent as journalism was no more the fourth estate.

They accepted its evolution as a packaged product and pointed out that to counter the culture of infotainment and breaking news they switched channels or read multiple newspapers to find something different. 80% of them were loyal to 2 newspapers and 2 news channels but they switched over to other channels just for getting some varied news. The rest 20%, who were mostly under 35 years of age, did not have any loyalty to the media vehicles. These people believed that

corporatization of the media industry had resulted in news which was more of views laced with sensationalism. Following are some factors that emerged from their discussion about different aspects of news.

- A quest for information and anything new was the objective behind viewing news and for accuracy trust worthiness and believability certain channels were viewed. BBC, CNN were given as examples of credible news but not the local channels.
- Pestered with monotony of nagging news most of them switched channels in search for something new and fresh and hence anything different even if it was infotainment attracted them.
- They accepted that visuals enhanced credibility of news and saw it as an essential part of news. In fact none were missing the old format of news which was delivered without any graphics or packaging.
- Overt analysis, sensationalism, bias in perspectives of news presentation, fabrication or trivialization of news though disturbing to this generation, they accepted the fact that it played a galvanizing role in bringing issues to the public space.
- They were aware of the strong ideological biases of the newspapers and channels and tended to avoid those that did not match their world views.

In a nutshell, credible information along with the need for a wholesome attractive package seemed to be the sole requisite for both the groups as a key motivation for viewing or reading news. The findings from the focus group study were used for the second phase of the research.

4.3 Pilot Study

In the second phase of the study to understand whether credibility, ideology, localization and entertainment affects the brand equity of newspapers and television channels a quantitative cross-sectional survey design was used to gather the data and analyse the relationships. By doing so, this study addressed researcher's call to conduct empirical research in the area of media branding (Chan-Olmsted, 2006). Previous theoretical studies on media branding McDowell, (2003) have also suggested the need for empirical work to accelerate research in

this promising area. Hence the pilot study was an effort to advance knowledge about media branding issues for a more constructive further study.

The Tools for data collection: For collecting data the standardized scale on credibility was utilized which has been discussed later in this chapter. A standardized scale was developed to collect data from the respondents on the variables under discussion. The scale development was undertaken in two stages (Stage I and Stage II of the research design). As indicated earlier, the items that were generated in the focus group interviews and taken from existing literature were utilized to create a questionnaire for a pilot survey (Appendix 2). There is an abundance of cross-sectional research design, as it helps in establishing the relationship amongst the constructs so as to improve the precision of the theoretical structure connecting the constructs (Lilis & Mundy, 2005). And since most existing research on the study's dependent variable brand equity has been based on quantitative cross-sectional survey design, adopting the similar design in this study was expected to maintain the validity of this research. Meyer's (1988) credibility scale was utilized along with the new dimensions found in the focus group interviews. Measuring Brand Equity is difficult in India as pointed out by Srivastava (2009) as there are many ways of exploring the dimensions of brand equity, therefore it was measured following Yoo & Donthu's (2001) scale, and it was adapted for television.

4.3.1 Pilot Study Findings

Factor analysis of the items reduced them to two components: Credible was one and the other one was Packaging which resulted from merging of presentation and entertainment factors. The credibility factor had four variables with trust being strongest, followed by accuracy. On the other hand presentation and entertainment had same factor loading. Factor analysis of the dimensions of brand equity yielded a single factor. Respondents were more confident when it came to association factors like recognizing the logo or recalling the color of the graphic $M=2.40$ and $S.D=1.17$. On the other hand they strongly expressed their loyalty with a mean of $M=2.66$ and $S.D=1.17$. They were also confident about the quality of the news that the channels presented ($M=2.04$ and $S.D=.88$). The awareness

questions yielded the lowest means. To answer the research question whether there was a relationship between content credibility packaging and brand equity bivariate correlations were computed.

Credibility was highly correlated $r(171)=.661$ with quality followed by brand equity $r(171)=.649$. Similarly packaging had the strongest relationship with Brand Equity $r(173)=.538$. Loyalty had the weakest link with Credibility as also packaging. The pilot study validated that the assumptions about the relationships and established that the constructs affected Brand Equity.

4.4 Sample Characteristics

Since this is a cross-sectional study data was collected from the entire city of Kolkata following random stratified sampling. Kolkata was selected as the city because the vernacular newspapers and television channels that were the focus of the study had the highest readership and rating points in the city (Table 4.2). The city was divided into four zones North, South, East and West. Data was collected in two phases; one was by a market research agency and the other by student volunteers.

	Daily Readership in lakhs Q2 2011
Ananda Bazar Patrika	6048
Bartaman	2926
Sangbad Pratidin	1004
Ganashakti	761
Aajkaal	651

Table 4.2 Readership figures as compiled from www.bestmediainfo.com

The market research agency collected 700 data from the four zones, east, west, north and south through door to door survey. They had attempted to collect 200 data from each zone but ended up collecting 700. Student volunteers were also selected from the four zones and they collected 300 data. The students attempted to collect 100 data each from their neighbourhood this was as per convenience. Out of the 1000 survey administered 931 were usable. Characteristics of the

sample are given in Table 4.3. Majority of the respondents were between 26 and 45 (44% of the sample) years of age. Though efforts were made to keep the same number of males as females, men were more in number. As for education there were equal number of graduates and postgraduates with only 27% having just passed school. Number of non- working people in the sample was almost equal to the number of working people with students constituting the largest single demographic group. Since Bengali newspaper and television is read or seen by a large number of housewives, attempt was made to make this segment fairly representative thus 23% were housewives. Attempt was made to cover all strata of Kolkata and hence people with salaries as low as 5000 were interviewed along with people who earned more than Rs. 10 lakh a month. Bulk of the respondents earned between 25,000 to 1 lakh which is in line with the National Council of Applied Economic Research report which found in 2008 that the average monthly household income of Kolkata was 2.87 lakh (The Telegraph, 2008).

Respondent characteristics		
Age group	20-25	377 (41%)
	26-35	217 (23%)
	36-45	194 (21%)
	46-55	143 (15%)
Sex	Male	547 (58.5%)
	Female	384 (41.2%)
Education	School	250 (27%)
	Graduate	341 (36.5%)
	Post Graduate	341 (36.5%)
Profession	Student	332 (35.6%)
	Housewife	222 (23.8%)
	Businessman	160 (17.1%)
	Serviceholder	219 (23.5%)
Income	Rs.10,000-Rs.25,000	62 (6.6%)
	Rs. 25,000- Rs. 50,000	235 (25.2%)
	Rs. 50,001- Rs. 1lac	164 (17.6%)
	Rs. 1lac -5 lacs	317 (34.0%)
	Rs. 5lac- 10 lac	105 (11.2%)
	10 lac and above	48 (5.2%)

Table 4.3 Respondent Characteristics

4. 4.1 Sample Universe

There has been an enormous increase in the number of people who are media consumers in West Bengal and much of this is because of the spread of media in rural India. A paradigm shift has been visible in the rural population over the past 50 or 60 years. Indian farmers, who were classified as born in debt, live in debt and die in debt, have become one of the most influential consumer groups in society now. Their income levels have increased and along with that, tastes and preferences have also shown changes. This advancement of the rural mass has resulted in the growth of language newspapers. A marked change in the coverage of local news by newspapers is another reason for the growth of language newspapers (Roy, 2010). Earlier national and international news dominated the Indian press. But the experiment by some newspapers, especially in the southern states, of covering local news with prominence gave a big boost to their circulation. Newspapers from other parts soon copied this. Newspapers started covering issues that were concerned with the ordinary people. The rural people found that there is a medium to express their grievances and aspirations. Starting of multiple editions was another factor that resulted in the growth of the language press. Earlier newspapers were confined to state capital cities only. But as more and more potential readers emerged from other areas, newspaper owners started editions from even district centers. Thus multiple editions of newspapers were brought out the boom in advertising also helped in the growth of the language press. The rural mass turned out to be the biggest market for any product. For attracting them, advertisers were forced to give advertisements in local papers. This in turn resulted in an increase of revenue for the language press. India is the second biggest newspaper market in the world, despite its poor literacy rate. According to the Paris-based world association of newspapers (WAN) the circulation of Indian dailies jumped 33% to over 7.86 crores during 2001-05 even as global newspaper circulation increased 9.95% in the said period. It proves that the reach of Indian print media is expanding. But surprisingly this growth is not due to the growth of English newspaper. The non-English Indian language press is growing faster than the English dailies. The figure which was released by the Media Research Users Council (MRUC) in 2012 proves it. The figures are shown below:

Name of the newspapers Readership no.'s

1. Dainik Jagaran 54,254,000
2. Dainik Bhaskar 33,432,000
3. Hindustan (local) 29,411,000
4. Amar Ujala 28,720,000
5. Lokmat 23,276,000
6. Daily Thanti 20,305,000
7. Dinakaran 16,741,000
8. Ananda Bazar Patrika 15,318,000
9. Enadu 14,726,000
10. Rajasthan Patrika 14,205,000
11. The Times of India 13,447,000
12. Hindustan Times 06,254,000
13. The Hindu 05,140,000
14. The Telegraph 02,877,000
15. Deccan Chronicle 02,816,000

A similar situation exists in West Bengal. In 1952 when the first press commission convened the number of dailies were 330. Gradually it increased to 495(1965), 755(1970), 1173(1979) and 7 crore 23 lakhs 1998. Today West Bengal has nearly five hundred and sixty published newspapers, four hundred and thirty of which are in Bengali. The list of Bengali newspapers from Bengal is as follows.

1. ANANDABAZAR PATRIKA: - Founded in 1922 Anandabazar Patrika published from Kolkata, Newdelhi& Mumbai it is published by the ABP group.
2. AAJKAL: - The newspaper was first published in 1981
3. BARTAMAN: - one of the top selling Bengali language newspapers published in Kolkata. The newspaper was established in 1984.
4. SANGBAD PRATIDIN: Bengali newspaper published in Kolkata. The newspaper was founded in 1992.

4.4.2 Television Landscape

The overall television industry in West Bengal is estimated expected to grow at a CAGR of 18% till FY 2015 (Deloitte report 2011). So much so that West Bengal is now the third largest with a 13%21 share of the HSM (Hindi speaking market) universe. Further, it commands 8% share of the all India TV viewership. Though viewership is dominated by the 35+ age group there is a huge young population who can be brought into the folds, therefore the key challenge is to get this cohort to watch news. This age group is more open to experimentation though the 35+ age group has been receptive to innovative content given the better education, intellect level-, and aspirations of the middle-aged population in the state (Deloitte Report, 2011). However, the news channels have a viewership of 7% of the entire viewership universe of West Bengal. Hence, there is scope for development, For the time being the following news channels have the maximum viewership:

Star Anando...39% of the market, from the house of ABP and now ABP Anando
Kolkata TV 16.....34%

24 Ghonta....16% .Owned by Zee Network

These channels are constantly competing among themselves to gain the market and therefore they were ideal as a subject for this study.

4.5 Variable measures

4.5.1 Credibility

Credibility research measures are mainly obtained from two studies that of Gaziano & McGrath (1986) and Meyer (1988). The Gaziano McGrath study was a reaction to the Roper Poll and resulted in a set of measures coming out of the massive 1985 American Society of Newspaper Editors' study of credibility. Gaziano and McGrath (1986), asked 875 respondents to rate 16 bipolar semantic differential items. Their results yielded three factors, one of which was generated from 12 of the items grouped together and that they labeled "credibility." The other two factors were labeled "social concerns" and "patriotic." The 12 credibility items were: is fair or unfair; is biased or unbiased; tells the whole story or doesn't tell the whole story; is accurate or inaccurate; invades or respects people's privacy; does or does not watch after readers'/viewers' interests; is or is

not concerned about the community well-being; does or does not separate fact and opinion; can or cannot be trusted; is concerned about the public interest or is concerned about making profits; is factual or opinionated; has well-trained or poorly trained reporters. The other four were: cares or does not care what audience thinks; sensationalizes or does not sensationalize; is moral or immoral; is patriotic or unpatriotic. Respondent ratings for each of the 12 credibility factor items were then used to create an "index" of credibility.

Several attempts to validate or modify the Gaziano & McGrath (1986) scale were attempted. For example, Meyer (1988) produced two dimensions from the Gaziano-McGrath (1986) scales--one narrowly defined as credibility (believability); the other more broadly drawn to represent affiliation with the community. A further validation attempt was made by West (1994), who found the Meyer credibility scale to "validly and reliably measure credibility per se". He reported that the community affiliation scale was insufficiently reliable and that the Gaziano-McGrath (1986) scale appeared to measure more than one underlying credibility dimension. Meyer reported a Cronbach's alpha coefficient of .72 for the community affiliation scale and a Cronbach's alpha coefficient of .80 for the credibility/believability scale. West (1994) tested Meyer's credibility scale and concluded that it was a valid and reliable measure of credibility. Rimmer and Weaver (1987), however, reported a Cronbach's alpha of .90 for the Gaziano and McGrath scale, showing that it is a reliable measure of a single concept. Subsequent studies on the subject (including Wanta & Hu, 1994; Kiousis, 2001; West 1994) have proved defaulted towards the Meyer's (1988) scale which is given in Table 4.4

1. News is fair in my media
2. News in my chosen media is not biased
3. News in my chosen media tells the whole story
4. My chosen media gives accurate news
5. I trust the news given by my chosen media

Table 4.4 Credibility Scale

4.5.2 Scales for Ideology, Localization and Entertainment

As discussed in literature review ideology definitions are diverse and they have been utilized in different contexts to measure different dimensions of it. Oyedemi (2010) points out that, researchers have used three distinct approaches to understand and measure citizens' ideological views. The first, pioneered by Campbell, Miller, Converse, and Stokes (1960), uses qualitative coding of respondents' answers to open-ended questions about policy issues, political candidates, and political parties to estimate their ideological views (Lane, 1962; Field and Anderson, 1969). The second approach uses respondents' self-reported levels of agreement to a series of statements about policy issues and political personalities to evaluate their placement on a liberal-conservative scale (Nie, Verba, and Petrocik, 1976). And the third approach uses respondents' ideological self-identification (Holm & Robinson, 1978).

These distinct methodologies probe different aspect of ideological views. Oyedemi (2010) points out further that the qualitative methodology probes the extent to which respondents consciously think about their ideological views and can articulate their views on abstract issues while the quantitative methodology allows researchers to understand the strength of respondents' attitudes towards issues that are difficult to verbalize. Oyedemi (2010) on the grounds of weakness of the qualitative studies, because of limited external validity as respondents often muddle up the terms and liberal and conservative relies on qualitative measures to measure ideological congruency with media vehicles. However, we do not adopt any of the above measures because they have all been utilized in the western context and their validity in the Indian context is debatable given that sharp ideological and political divides within the Indian press tradition (Ram, 2010). Also as pointed out by Rao (2007) the vernacular newspapers offer an alternative public forum, especially for locally embedded leaders, whose political projects challenge national political elites, which makes the ideological scene more complex. This study, therefore, adopts the items generated by the focus group interviews as given in Table 4.5

Since packaging, entertainment and localization are not established constructs we used the items generated from the focus group interview to measure the constructs. As for the entertainment and packaging items they had been pre-tested

in a pilot study (Bakshi, Khan,& Mishra, 2013) and had yielded a Cronbach's Alpha of .86.

ITEMS	CONSTRUCT
1. My chosen media presents news attractively	Packaging
2. I choose news that is presented attractively	packaging
3. News in my chosen media has entertainment	Entertainment
4. I watch or read news because it has entertainment in it	Entertainment
5. Without entertainment in the news I would not choose that channel/newspaper/	Entertainment
6. I prefer my news media because it has local news	Localization
7. Local news is important for me in choosing my media brand	Localization
8. My news media has more of local news than others	Localization
9. My chosen newspaper/tv channel matches my ideology	Ideology
10. I watch/read my chosen newspaper/tv channel because it has similar political views	Ideology
11. My newspaper/channel gives me news which are similar to my world beliefs	Ideology
12. I read/watch my newspaper/channel because everybody prefers it	Habit
13. The newspaper /channel is a habit in the household	Habit
14. I watch/read because of the editor/presenter of news	Packaging-TV
15. I watch/read news because I like the personalities involved in giving news	Packaging-TV

Table 4.5 Items on Packaging, Entertainment, Localization

4.5.3 Brand Equity Scale

The Brand equity concepts came from Aaker's (1991) theoretical constructs. Yoo and Donthu's (2001) scale for measuring brand equity was adapted to suit the newspaper and television reading and viewing. The responses were recorded on a five point Likert scale, here the five point scale was chosen because it provides a mid-point compared to scales with lesser choices. However, a seven point scale could have been used but as pointed out by Goodwin (2009) it does not have a clear advantage over the 5 point scale and provides enough discrimination between levels of agreement. The responses were coded so that agreement with the item measures indicated a higher score on that item.

Altogether there were 20 items for the credibility, ideology, local and packaging scale. For the Brand Equity constructs there were eleven items each for Newspaper and Television (Table 4.6)

Name of Television Channel,.....(you must watch for news)
1. I am know all the features of my television news channel
2. I can distinguishing feature of my news channel
3. Some characteristics of my news channel come to my mind easily.
4. I can quickly recall the symbol or logo of my news channel
5. I know some of the names of the news presenters on my news channel.....
6. My channel would always be my first choice for news.
7. I will not watch news from other sources if news from my channel is available.
8. I am loyal to my channel
9. My channel presents high quality news.
10. News from my channel is reliable.
11. News from my channelis useful.

Table 4.6 Brand Equity Scale 4.5.3 Moderator Variables

For measuring the moderator effects it was necessary to record from the respondents the newspaper they read and the television channel they watched , therefore the questionnaire incorporated the names of the newspaper and television brands under study. Demographic data was also recorded in detail including profession and educational status.

4. 6 Data Characteristics

The mean and standard deviation of the thirty one items of the independent variables ranged between 3.45 to 4.21 and .436 and 1.293 respectively. To avoid missing values the data had been cleansed. Data was tested for skewness and kurtosis. Item level skewness ranged from -1.034 to -0.477 and kurtosis from -.039 to 2.882. The QQ plot showed that the data had normal distribution but when Shapiro (Kolmogorov-Smirnov) test was applied the P value was <.05 at p=0.000 the Kolmogorov-Smirnov test was significant.

4.7 Methods

To reduce the items and arrive at robust constructs the first step was Exploratory Factor Analysis (EFA). It was done in SPSS 18 and the factor analysis results are discussed in the next chapter. We used confirmatory factor analysis after EFA to validate the measures. Convergent validity, discriminant validity and construct reliability were assessed at this stage. Following Bentler and Chou's (1989) recommendation, we used two sub-models at the measurement model evaluation stage instead of a single model. This is because a large number of variables taken together in a model would have rendered the measurement model too complex for AMOS 18.0. The fit of the measurement sub-models was assessed using fit indices.

There is no consensus in literature about the ratio of cases to parameter estimates required to use the structural equation modelling approach. Hair et al. (2010) recommend a minimum ratio of 5:1, whereas some other authors (such as Bentler, 1989) mention 3:1 as an absolute minimum. Since we had 931 data and 31 items it more than fulfilled the adequacy criteria.

4.8 Structural Model Estimation and Hypothesis testing

After the successful assessment of the measurement model, the second step involved estimating the structural model using the correlation matrix of the refined measures as input. The latent variables with multiple indicators were drawn. The proposed relationships between latent variables in the conceptual model were represented using single arrows. The fit of the structural model was assessed using measures of absolute fit, incremental fit, individual parameter loadings and the size of standard errors. Therefore the next section gives the details of the data analysis.

CHAPTER 5

ANALYSIS AND RESULTS

5.1 Introduction

Analysis and interpretation of the data collected are presented in this chapter. After the refinement of scales during pre-testing, the scales were used for final data collection. The theoretical constructs in the final questionnaire were measured using 5-point Likert scales in order to reduce the possibility of common method bias. Scale reliabilities and descriptive statistics using final data are presented in table format in the next section. We now proceed to the discussion on exploratory factor analysis to establish the validity of the constructs. After that we conduct confirmatory factor for measurement model verification.

5.2 Measurement Model Validation

The measurement model was assessed using confirmatory factor analysis. Since inclusion of a large number of variables in a single measurement model using AMOS 18.0 would render the model too complex, we followed Bentler and Chou's (1987) recommendation to analyse sub-models in place of the complete model. Two separate measurement models, consisting of related constructs, were tested. Sub-model one consisted of the following variables: credibility, localization, ideology and entertainment. Sub-model two consisted of brand equity items.

5.3 Exploratory Factor Analysis (EFA) Results

To validate the factors generated from literature review and focus group interviews EFA was undertaken. However for the credibility and Brand equity constructs, since they are established scales, only confirmatory factor analysis was undertaken. EFA was conducted to reduce the items into relevant factors and then confirmatory factor analysis was undertaken to validate the results. It must be mentioned that items for two of the constructs Packaging and Entertainment had already been utilized after factor analysis in a previous study of Bakshi et.al. (2013). The items for ideology and localization had been taken from previous studies though they did not follow an established scale. Therefore EFA helped in reducing the items into relevant constructs. Once EFA was done CFA was undertaken for the validation of the constructs including the one with the

established scales. To test the hypothesized model the validated data was then used for structural equation modeling (SEM). Both CFA and SEM were done in Amos 18. This model was followed both for the Newspaper and Television data. It should be mentioned here that the EFA for television was done separately as there were certain items more in the data following literature review and focus group interviews.

The EFA following the Principal Axis Factoring yielded the rotated factor matrix (Table 5.1). It explains that apart from the first item ATT 1 all the eleven items had significant factor loadings more than 0.5 and when each construct was tested for reliability they yielded Cronbach alpha between 0.76 and 0.968. Therefore ATT 1 was dropped from the next stage of analysis. Attractive ness and entertainment items merged into one factor and the rest merged

LABEL	ITEMS	Factor		
		Entertainment	Localization	Ideology
ATT1	My chosen media presents news attractively	.378	.109	-.003
ATT2	I choose news that is presented attractively	.616	.132	.188
ENT1	News in my chosen media has entertainment	.690	.118	.136
ENT2	I watch or read news because it has entertainment in it	.678	.028	.296
ENT3	Without entertainment in the news I would not choose that channel/newspaper	.522	.126	.224
LOC1	I prefer my news media because it has local news	.061	.709	.069
LOC2	Local news is important for me in choosing my media brand	.175	.774	.039
LOC3	My news media has more of local news than others	.156	.613	.205
ID1	My chosen newspaper/tv channel matches my ideology	.150	.072	.708
ID2	I watch/read my chosen newspaper/tv channel because it has similar political views	.095	.145	.530
ID3	My newspaper/channel gives me news which are similar to my world beliefs	.384	.059	.603

Table 5.1 Factor Analysis of the Independent variables

into the factors of Ideology and Localization. Since the internal consistency of the factors was high they were all retained after EFA. The next step was the Principal Component Factor analysis of the established scales of Credibility and Brand Equity. The Credibility items merged into one factor in keeping with previous studies, (Table 5.2) and had a Cronbach's Alpha of 0.78.

		Component		
		1	% Variance	Cumulative %
FR	Fairness	.742	54.187	54.187
BSD	Biased	.714	13.664	67.851
CMP	Complete	.734	12.363	80.213
ACC	Accurate	.745	10.572	90.785
TR	Trusted	.746		100.00

Table 5.2. Factor Analysis of Credibility

The Brand Equity scale which had eleven items following Yoo's&Donthu (2001) scale and should have reduced to four factors of Association, Awareness, Perceived Quality and Loyalty according to literature review but resulted in only two factors. The eleven items reduced to two factors and explained 47% of the variance (Table 5.2). The first factor merged on the items of Awareness, Association and Quality therefore it was renamed as Knowledge. The second factor had only one item of Association and all the rest were of Loyalty. However one of the items LT1 had cross loadings therefore it had to be dropped. The Cronbach's Alpha of the construct Knowledge was 0.80 and that of Loyalty 0.61.

	Label	Component		Initial Eigenvalues		
		Knowledge	Loyalty	Total	% Variance	Cumulative %
1	QT3	.711	.253	4.011	36.464	36.464
2	ASOC2	.694	.154	1.240	11.275	47.739
3	QT2	.663	.311	.995	9.044	56.783
4	ASOC1	.660		.797	7.248	64.031
5	AWR2	.646	-.267	.761	6.916	70.947
6	QT1	.569	.359	.648	5.890	76.838
7	AWR1	.538	.368	.605	5.496	82.333
8	LT2		.756	.541	4.922	87.255
9	ASOC3		.589	.505	4.587	91.843
10	LT3	.373	.529	.497	4.522	96.365
11	LT1	.491	.500	.400	3.635	100.000

Table 5.3 Factor Analysis Brand Equity Scale

After the factors were extracted the next step involved subjecting them to confirmatory factor analysis following the work of Anderson and Gerbing (1988) to test the validity of the measures.

5.3.1 Sub-model 1

For CFA the model was divided into two sub models following Bentler and Chou's (1988) recommendation because managing too many variables in Amos 18 is cumbersome. Therefore the two sub models were of the independent variables Credibility, Packaging, Ideology, Localization and the second one was of the factors of the dependent variable Brand Equity. The submodel one (Fig5.1) with thirteen items initially showed a moderate model fit. With $\chi^2 = 401.3$, $df = 84$, $P = .000$, Normed Chisquare, $CMIN/DF = 4.529$; Goodness of Fit Index (GFI) = .845, which was not good; Comparative Fit Index (CFI) = .827, which was less than .90 required for a good fit; Standardized Root Mean Square Residual (SRMR) > .05, Root Mean Square Error of Approximation (RMSEA) = .084, which was slightly higher than the maximum limit of .08 for a good fit;

Incremental Fit Index (IFI) = .821; Tucker-Lewis Index (TLI) = .809, which was less than .90 required for a good fit.

To better the model Hair et al. (2010) was followed and corrections were made based on the standardised residual covariance matrix scores, standardised regression weights (r), and squared multiple correlations (R²). The modifications were made only in keeping with the theoretical arguments. The items that were deleted were LOC3 and ID2 and ENT3 because they had the lowest regression weights and correlation scores. Since attractive merged with entertainment in the initial factor analysis ATT1 had a strange fit with the entertainment construct therefore it had been dropped in the initial factor analysis and it did not weaken the construct. Overall three items were removed from 15 items which is the recommended threshold of deletion (20%) by Hair et al. Once these three items were deleted CFA was done again (Fig 5.2). This time the results were better with $\chi^2 = 105.15$, $df = 48$, $P = .000$, Normed Chisquare, CMIN/DF = 2.19; Goodness of Fit Index (GFI) = .96, which was an improvement on the previous one; Comparative Fit Index (CFI) = 0.95; Standardized Root Mean Square Error of Approximation (RMSEA) = .062 (0.53-0.71) which was absolutely within the limit of .08 for a good fit; Incremental Fit Index (IFI) = .94;

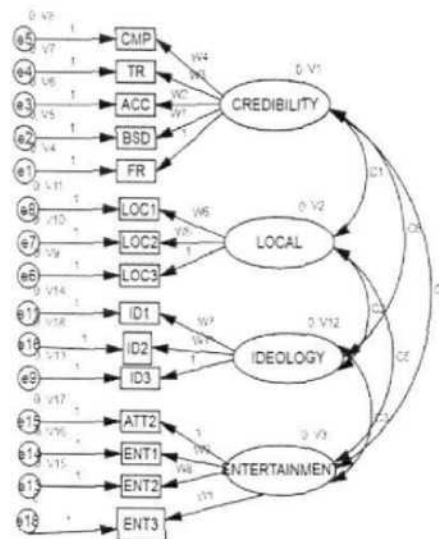


Fig 5.1 CFA of the Independent Variables

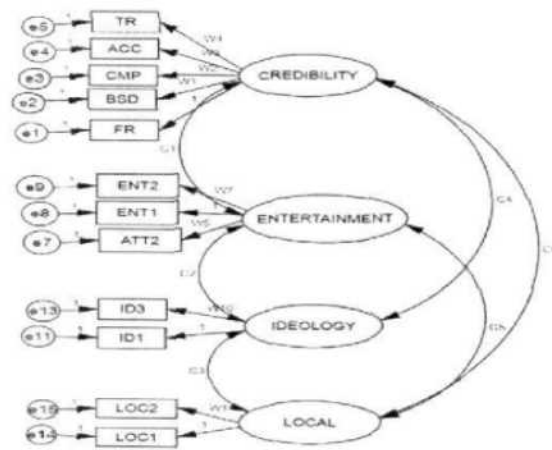


Fig.5.2 Final CFA of independent variables

5.3.2 Sub-model 2

The second sub model consisted of second order factors Knowledge and Loyalty with ten items. The first CFA run did not yield satisfactory results, with $X^2 = 388.845$, $df = 45$, $P = .000$, Normed Chisquare, $CMIN/DF = 8.641$, Goodness of Fit Index (GFI) = .931, which was not bad; Comparative Fit Index (CFI) = .863, which was less than .90 required for a good fit; Root Mean Square Error of Approximation (RMSEA) = .091, which was slightly higher than the maximum limit of .08 for a good fit; Incremental Fit Index (IFI) = .863; Tucker-Lewis Index (TLI) = .832, which was less than .90 required for a good fit.

Therefore the CFA could not be accepted and deletion of items was necessary. As with the earlier sub-model here also items with low regression scores and theoretical misfit indications were dropped. Assoc 1 and Assoc 2 had to be dropped because of low regression scores. Dropping of the 2 items meant just about 20% of the items were deleted which is within the prescribed limit. The goodness of fit measures also showed considerable improvement as displayed in Table 5.4 and the measures in Fig 5.3

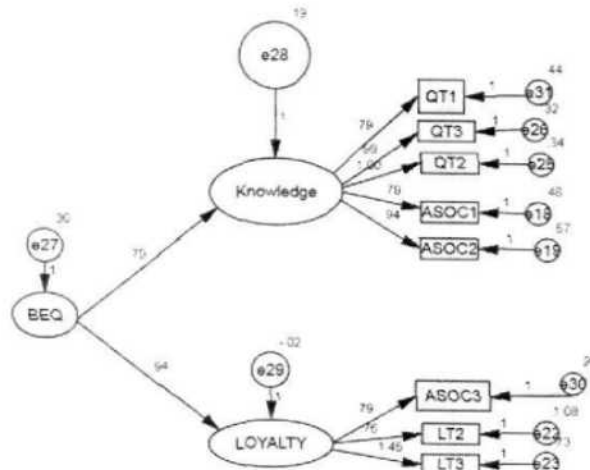


Fig. 5.3 CFA of Brand Equity of Newspaper

Construct validity	Obtained value
χ^2	72.3
Df	19
CMIN/df	2.43
CFI	.94
TLI	.92
GF1	.97
RMSEA	.067 (.054-.081)

Table 5.4 Goodness of Fit measures for Brand Equity construct

5.3.3 Convergent and Discriminant validity

The indicators of convergent validity are item reliability, construct reliability and average variance extracted (Fornell and Larcker 1981). Item reliability obtained by squaring the factor loadings indicates the variance in an item due to the underlying construct and should have a factor loading of 0.5 (Hair et.al., 2010) to demonstrate convergent validity. The factor loadings ranged from 0.6 to 0.8 therefore showing considerable convergent validity. The next step was to measure the Average Variance (AVE) of each construct and according to Hair et. al.(2010) this should be greater than 0.5 for greater convergent validity. Except for Credibility and Local (0.4) all the other AVE's were above 0.5. Finally construct reliability was computed by squaring the sum of the factor loadings and dividing it by the sum of the same and sum of error variance as noted by Hair et. al, (2010). Construct reliability was above 0.7 for all the constructs except Ideology which was 0.68. Next we checked the Discriminant validity of each of the constructs by comparing the squared multiple correlations with the AVE.

Constructs			Inter-construct Correlations	Squared I C
			Estimate	
Credibility	<-->	Entertainment	.642	0.412164
Entertainment	<-->	Ideology	.714	0.509796
Credibility	<-->	Ideology	.784	0.614656
Entertainment	<-->	Local	.280	0.0784
Credibility	<-->	Local	.443	0.196249
Local	<-->	Ideology	.173	.02993

Table 5.5 Correlations: (Group number 1 - Default model)

Constructs	AVE	Squared Inter-construct correlations	AVE> SIC	Construct Reliability
Credibility	0.42	0.412164, 0.614656, 0.196249	YES except for 1	0.78
Local	0.48	0.0784, 0.196249, 0.02993	YES	0.75
Entertainment	0.52	0.509796, 0.214369, 0.412164	YES	0.68
Ideology	0.53	0.614656, 0.509796, .02993	YES except for 1	0.70

Table 5.6 Comparison between AVE and IC for CFA of Sub-Model 1

Except for two factors Credibility and Local for all the constructs the AVE was greater than the interconstruct correlations thus demonstrating considerable construct reliability. For the 2nd submodel AVE for loyalty and knowledge was 0.57 and 0.52 and the construct reliability was 0.79 and 0.51 respectively. Next we checked the Discriminant Validity by squaring the interconstruct correlation between Knowledge and Loyalty which was .90 and this was more than AVE.

5.3.5 Nomological Validity

Another measure of construct reliability is nomological validity. Nomological validity is tested by measuring whether the correlations between the constructs in the measurement model makes sense. Therefore for the two sub-models to demonstrate nomological validity the constructs should have strong bivariate correlations. As shown in Table 9 all the constructs were significantly correlated to each other

	Estimate	S.E.	C.R.	P
Credibility <--> Local	.172	.022	7.730	***
Local <--> Ideology	.131	.023	5.634	***
Local <--> Entertainment	.325	.039	8.402	***
Entertainment <--> Ideology	.264	.033	7.946	***
Entertainment <--> Credibility	.137	.026	5.195	***
Ideology <--> Credibility	.395	.033	12.052	***

Table 5.7 Correlations among independent variables

			Estimate
CREDIBILITY	<-	LOCAL	.380
LOCAL	<-	IDEOLOGY	.269
ENTERTAINMENT	<-	IDEOLOGY	.529
ENTERTAINMENT	<-	CREDIBILITY	.463
ENTERTAINMENT	<-	LOCAL	.248
CREDIBILITY	<-	IDEOLOGY	.785

Table 5.8 Inter-construct Correlations: (Group number 1 - Default model)

As for the brand equity construct knowledge and loyalty was correlated ($r=.310$ at $p=.001$) and had a strong inter construct correlation of $r=.936$. After establishing the construct validities the study moves on to testing the structural model and hypothesis.

5.4 Structural Model And Hypothesis Testing Newspaper

Construct validity	Obtained value
CMIN/df	1.7704
CFI	.90
TLI	.88
GF1	.91
RMSEA	.076 (0.71-0.80)

Table 5.9 The Direct effect model

For testing the hypothesis as outlined by Anderson and Gerbing (1988) the second step involved measuring the Structural Equation Model. The first model involved testing the hypothesis without the moderation effects. The Goodness of Fit measures were satisfactory as evidenced in the above table (11). Chi square was significant at $p<0.000$ and the Goodness of Fit measures were all very close to the best fit statistics and the regression results also supported the model as given in Table 5.10. Therefore the data fit the proposed model.

Brand equity	<---	Credibility	.527	.017	31.487	***
Brand equity	<---	Entertainment	.725	.027	27.184	***
Brand equity	<---	Ideology	.649	.036	17.896	***
Brand equity	<---	Localization	.729	.024	29.882	***

Table 5.10 Independent variable effect on dependent variable

Variables	Dimension of effect	Effect on Brand Equity
Credibility	Positive and weak	If credibility went up by 1 standard deviation then brand equity would go up by .52
Ideology	Positive and moderate	If ideology went up by 1 standard deviation then brand equity would go up by .64
Entertainment	Positive and strong	If entertainment went up by 1 standard deviation then brand equity would go up by .72
Localization	Positive and strong	If localization went up by 1 standard deviation then brand equity would go up by .72

Table 5.11 Key findings for newspaper brand equity

As for the first hypothesis H1 that Credibility would influence brand equity, it was strongly supported with a high regression coefficient. The Regression equation in Table 14 explains the strength of the variables in influencing brand equity. As evidenced in the table all the variables positively influenced the dependent variable brand equity. H1 was that Credibility would positively influence brand equity and this was supported as $r=.75$ at $p<.000$. Hypothesis H2 and H3 also got supported as p value was significant and this can be found in table 12. As for Entertainment influencing brand equity , Hypothesis H4 was significant and influenced brand equity that is if Entertainment was more brand equity would go up.

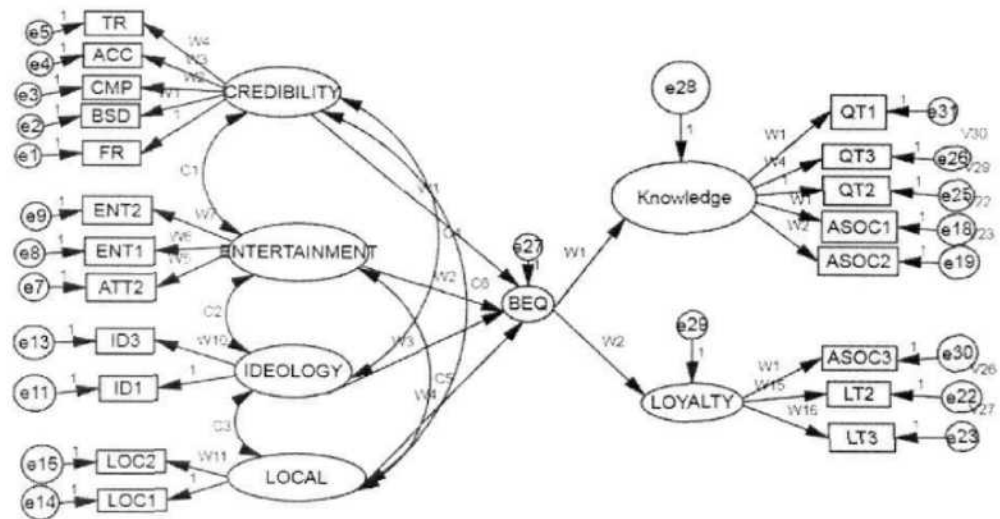
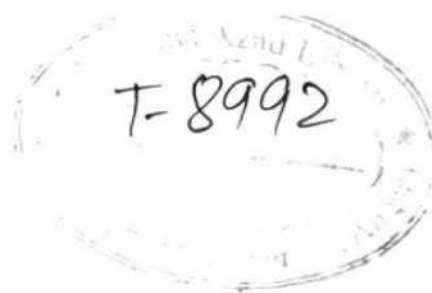


Fig. 5. 4 Structure Equation Model of Newspaper

5.5 Moderating effect of Brand Choice

Brand Choice which was explained in terms of newspaper choice of consumers validated the model and all the independent variables had significant effect on the dependent variable. In fact the model had a stronger validation in case of ABP which is the largest circulated daily, as credibility had lesser influence at $r=0.50$ at $p<.000$ and rest of the independent variables having a stronger effect than the direct effects model (Table 14). However, for the second and third largest circulated daily, respectively credibility had a stronger effect than the direct effects model. While the independent variable entertainment had a stronger effect on ABP and Bartaman's brand equity it had a lesser effect for Pratidin. Ideology on the other hand had a stronger effect for ABP and Pratidin than the direct effects model. Localization was marginally weak for the least circulated daily Pratidin but remained equally strong as the direct effects model for ABP and Pratidin. While brand choice's moderating effects did produce



interesting results the study moves on to explain the findings of the moderating role of demographics.

Estimate	Direct effects	ABP	Bartaman	Pratidin
Brand Equity <--- Credibility	.527***	.502***	.538***	.538***
Brand Equity <--- Entertainment	.725***	.734***	.730***	.708***
Brand Equity <--- Ideology	.649***	.684***	.603***	.653***
Brand Equity <--- Localization	.728***	.729***	.727***	.714***

Table 5.12 Moderating effect of Brand Choice

5.4 Moderating effect of Demography

It had been hypothesised that demography as in Age, Gender, Income would produce differential effects on the paths that showed effects of independent variables on the dependent variables. Since newspaper reading is influenced by literacy and the nature of work done by people we also included education and profession as moderating variables. We first started testing the moderator effects with gender as a variable and did not find major differences from the direct effects model except that credibility did have a lesser effect on brand equity than the undifferentiated model with $r=0.50$ at $p<0.000$ level of significance and entertainment had slightly stronger effect for females than males when compared to the direct effects model with $r=0.74$ at $p<.000$. Interestingly when age was used as a moderator credibility had the lowest influence with $r=.48$ for the age group of 20 to 25 this was also less than the direct effects model. Entertainment had a stronger effect on all the age groups than the general model. Also for the age group of 26-35 Ideology had least influence compared to the other groups or the direct effects model. Two age groups 26-35, and 36-45 gave less importance to localization than the oldest and the youngest group or even the total population.

For the demographic variable Income the data had been divided into six groups based on monthly income with 10 to 25,000 being the lowest group and the highest being above 10 lakhs. For studying the moderation effects this was merged into 3 groups with the lowest earning group being between 10,000 to 1 lakh yearly. In this particular group entertainment had least impact on brand equity with $r=.68$ at $p<.000$. This group gave localization and ideology more importance than the direct effects model. Ideology effects were least for the group earning between 1 and 5 lakhs. To assess the influence of education the respondents were asked whether they were post graduates, graduates or just school pass. Credibility and ideology had less importance on the group who had just passed school. Education otherwise did not have any great moderation effect and the coefficients remained similar to the direct effects model. Data was also collected to reflect the profession of the respondents whether they were student, housewife, businessmen or service holder. Credibility was important in indicating brand equity in all the groups and the professionals gave it more importance than the others $r=.53$ at $p<.000$. Businessmen on the other hand gave more importance to local news and least importance to ideology. This was also true for the housewives for whom the impact of ideology was $r=.60$ at $p<.000$ and that of localization was $= 0.69$ at $p<.000$

ESTIMATE NEWSPAPER	Credibility - → Brand equity	Entertainment - → Brand equity	Ideology → Brand equity	Localization → Brand equity
SEX				
Male	.507***	.730***	.676***	.718***
Female	.507***	.739	.673***	.739***
AGE				
Age 1(20-25)	.486***	.751***	.677***	.753***
Age 2(26-35)	.539***	.797***	.581***	.686***
Age 3(36-45)	.527***	.785***	.659***	.705***
Age 4(46-55)	.536***	.761***	.653***	.738***
INCOME				
Income 1 10,001- 1lac	.522***	.686***	.678***	.756***
Income 2 .1-5 lacs.	.526***	.710***	.616***	.738***
Income 3 5-10 lac	.554***	.718***	.656***	.725***
EDUCATION				
Education 1 School	.482***	.758***	.589***	.736***
Education 2 Graduate	.525***	.712***	.655***	.712***
Education 3 Postgraduate	.527***	.721***	.649***	.728***
PROFESSION				
Profession1 Student	.512***	.733***	.663***	.729***
Profession2 Housewife	.525***	.743***	.617***	.696***
Profession3 Businessmen	.521***	.766***	.605***	.697***
Profession4 Serviceholder	.539***	.754***	.644*	.730***

Table 5.13 Moderating effect of Demography

5.7 Discussion Newspaper

This research started out with the objective of finding out whether, credibility, entertainment, ideology and localization affected consumer based brand equity of newspapers. The findings suggest that these factors together support the proposed model that establishes the antecedents of consumer based brand equity of newspapers. Our research also tested whether this model is moderated by demography and brand choice, which means that it tested whether the influence of the independent variables on brand equity of newspapers is affected by consumer's age, gender, income and profession and the choice of newspapers. The moderation effects were significant therefore in establishing the validity of the model for all demographics and newspaper brands.

The doctoral study had been framed in the context of the declining credibility of news and therefore the initial aim was to assess its impact on brand equity of media vehicles. An exploratory focus group interview revealed that apart from credibility, packaging of news, the entertainment features, ideological factors and localization of content were also important to the consumers for assigning value to a news brand. The exploratory factor analysis in the survey stage reduced the design and the entertainment items into one construct for the newspaper. While this had not been the case in the pilot study which had been on television, where both entertainment and packaging had been separate constructs (Bakshi, et.al, 2013) for newspaper entertainment features is part of daily news in a tabloid format (Thussu, 2007). The study is valuable because it is for the first time that the effects of these variables are being studied on the brand equity of newspapers. On the other hand the brand equity construct which is by theory composed of four second order factors merged into two factors. Quality and association merged into one factor termed Knowledge while two items of loyalty and one item of association merged together and it was named Loyalty thereby indicating awareness and association are not strong indicators of brand equity. In case of newspapers in India it has been seen (Poonyamoorthy, 2007) that loyalty is more of a result commitment and of functional value therefore our finding is in line with extant study. Also the fact that awareness did not have a role to play in brand equity has evidence in studies which found that this factor was weak in predicting brand equity (Tong & Hawley, 2009; Huang & Sarigollu, 2012; Shubhani & Osman, 2011). In the structural equation model the results made it clear that credibility had the least impact on the brand equity of newspapers. The maximum

impact was that of entertainment followed by localization and ideology. Therefore the findings support Thussu (2007) and Postman (1985) that today newspaper is read not for the news values but for the entertainment and trivial information. As predicted localization emerged as one of the major factors for influencing brand equity and this is in line with Mehta's (2008) argument that the success of the media brands depend on localization of content. On the other hand ideology had less impact on the constructs indicating that the news readers were not bothered about their world views matching that of the newspapers.

BRAND CHOICE	Key Effect
Anandabazar Patrika	All the effects stronger than the direct effects model
Pratidin, least circulated daily	Readers did not give importance to entertainment
Demographic feature	Key Effect
Women	Gave localization more importance than other groups in evaluating news
The 20-25 year group	Gave least importance to credibility
Lowest income group	Gave highest importance to local news
Businessmen	Valued localization more

Table: 5.14 Effect of Moderators: Key Effects

As for the moderating effects of brand choice on the proposed model our hypothesis got supported as all the effects were significant. Hence it can be concluded that even for different demographic factors and brand choices the model remains valid. However, barring a few exceptions the effects were homogeneous for majority of the demographic variables and brand choices. People who read the highest circulated daily ABP gave more importance to entertainment and localization than others. This finds resonance with the marketing managers who have expressed the view that news with high entertainment quotient garners more eyeballs (Batabyal, 2013). The same readers did not give credence to credibility lending evidence to our focus group finding that credibility of news was not one of the main reasons for choosing a newspaper. On the other hand the readers of the least circulated daily valued

entertainment less than the others. This difference can be attributed to the fact that this newspaper has less number of pages and therefore cannot give so much entertainment news. Also one must mention here that the number of people reading this newspaper is so less that it could have been possible that the effect of the variable was less.

The moderating role of demographics also proved significant. Gender as a variable did not cause major difference in the model except that women found localization of news more important. One major finding was that the younger group (aged 20-25) and also those who had just passed school valued credibility much less than the others. They gave importance to entertainment much more and ideology was also least important to them. On the other hand we found that the lower income group was less interested about entertainment and gave more importance to local news, which is very natural as this group relies more on the local economy and for them newspaper is not a source of entertainment. Another major finding was that both businessmen and housewives did not value local news compared to other groups, which is not justifiable as both are affected by local happenings, the only justification being that both these groups watched television more and read less of newspaper.

5.8 Television Results, Analysis and Discussions

The items in the independent variable section were more than the newspaper items as indicated by literature review and focus group interviews. Therefore exploratory factor analysis needed to be done before the measurement model and structure equation model could be established. For EFA and CFA the data was split into two sections as with the newspaper data. A sample of 150 data was taken for EFA. And to keep the data representative of the brands in the main sample the ratio of distribution was maintained as in the original sample (522:218:156:36). For the television model also Principal Axis Factoring with the rotation method as Promax with Kaiser Normalisation was used to extract the independent variables, (Table 5.15). Here there were fifteen items, four more than the newspaper section as the respondents were also questioned on their opinion about presenters and habit of watching channels. The first run of the factor analysis reduced it to five factors however as there were cross loadings one item each of habit (HBT1), attractiveness (ATT1), and ideology (Ideo1) had to be deleted. After deletion factor analysis was done once again and four factors

emerged (Table 2). By carrying out the item correlation tests about the reliability values two more items were dropped that of attractive (ATT2) and entertainment (ENT1). Since theoretically it was difficult to explain loading of Habit with Presenter, the item of Habit was dropped. The Reliability tests were done again and the Cronbach Alpha improved to .84 from the earlier one of .82. The covariance structure met the EFA requirement as the Kaiser-Meyer-Olkin measure of sampling adequacy value was .82 and Bartlett's Test of Sphericity displayed a significant chi square at .000. The four factors retained explained 68% of the variance

		FACTORS					
		1	2	3	4	5	
LOC2	Local news is important for me in choosing my media branding	.925	-.118			-.124	
LOC3	My news media has more of local news than others	.765			.145		
LOC1	I prefer my news media because it has local news	.674					
PRSNT R1	I watch/read because of the editor /presenter of news		.724				
PRSNT R2	I watch/read news because I like the personalities involved in giving news		.705	.201		-.342	
HBT2	The newspaper /channel is a habit in the household	-.104	.575			.102	
ATT1	My chosen media presents news attractively		.534	.184		.481	Cross loaded
ATT2	I choose news that is presented attractively	.343	.503			.142	
HBT1	I read/watch my newspaper/channel because everybody prefers it	.161	.359	.162	.214		Cross loaded
ENT3	Without entertainment in the news I would not choose that channel/newspaper/			.972			

ENT2	News in my chosen media has entertainment			.784		.201	
IDEOY1	My chosen newspaper/tv channel matches my ideology		.100	-.159	.930		
IDEOY3	My newspaper/channel gives me news which are similar to my world beliefs				.625	.187	
ENT1	News in my chosen media has entertainment		.121	.294		.748	
IDEOY2	I watch/read my chosen newspaper/tv channel because it has similar political views			.156	.382	-.446	Cross loaded

Table 5.15 Factor analysis of TV ITEMS First run

	Factor			
	1 Local	2 Packaging	3Entertainment	4Ideology
LOLC2	.830			-.152
LOLC3	.766			.160
LOC1	.758			-.121
ATT2	.472	.260		.137
PRSNTR2		.959		-.115
PRSNTR1		.597		.169
HBT2		.318		.217
ENT2			1.005	
ENT3		.235	.673	
ENT1	.192	-.280	.309	.304
IDEOY3				.831
IDEOY1	-.106	.227	-.120	.693
Extraction Method: Principal Axis Factoring.				

Table 5.16 Final factor loadings of TV model

As shown in the Table 5.16. The new factors retained the original names therefore we went for the second phase of factor confirmation with nine items and five credibility constructs. The credibility constructs were same as that of newspaper as data on these constructs had not been collected separately; therefore the factor analysis results of newspaper credibility items were valid here.

5.8.1 The dependent variables Television

Since data on television brand equity items were collected separately it had to be again subjected to factor analysis. As in the case of the newspaper principal component analysis of the eleven brand equity items were done in SPSS 18. The items merged into two factors (Table 5.17) and

	Component	
	1	2
TV QUALITY2	.758	
TV QUALITY1	.699	
TV QUALITY3	.691	
TV ASSOCIATION2	.689	
TV ASSOCIATION1	.684	.180
TV LOYALTY1	.658	
TV AWARENESS2	.639	.227
TV AWARENESS1	.636	
TV LOYALTY3	.628	-.298
TV ASSOCIATION3	.265	.763
TV LOYALTY2	.457	-.472
Extraction Method: Principal Component Analysis. a. 2 components extracted		

Table 5.17 Component Matrix of the dependent variables

As factor loading of the one of the items of the loyalty construct (Loyalty2) was weak it was deleted. This meant that the second factor had only one item that of Association (Association3) and theoretically this did not have any value, therefore we dropped this item also. Again factor analysis was done and it reduced to one factor the results of which are in Table 5.18:

	Component
	1
TV QUALITY2	.759
TV QUALITY1	.712
TV ASSOCIATION2	.700
TV QUALITY3	.695
TV ASSOCIATION1	.695
TV LOYALTTY1	.659
TV AWARENESS2	.642
TV AWARENESS1	.635
TV LOYALTY3	.622

Table 5.18: Component MatrixOf Brand Equity

The Cronbach Alpha improved from .83 to .85. Here thus there were no second order factors as in the newspaper model. The item correlations were strong enough and no further deletions were necessary. The new factor represented the items of the Brand Equity construct. The next step was to conduct confirmatory factor analysis and it was done on the independent variables as the dependent variable had only one factor and was the result of an established scale. The construct reliability statistics was only measured for the dependent variable.

5.8.2 Independent variables

The independent variables Credibility, Packaging, Ideology, Local and Entertainment, were subjected to CFA in AMOS 18. There were total fourteen items and five constructs and the Goodness of fit measures were $\chi^2 = 317.0$, $df = 72$, $P = .000$, Normed Chisquare, $CMIN/DF = 4.402$; Goodness of Fit Index (GFI) = .946, which was adequate; Comparative Fit Index (CFI) = .927, which was less than .950 required for a good fit; Standardized Root Mean Square Residual (SRMR) > .05, Root Mean Square Error of Approximation (RMSEA) = .064, which was slightly higher than the maximum limit of .05 for a good fit;

Incremental Fit Index (IFI) = .927; Tucker-Lewis Index (TLI) = .909, which was less than .950 required for a good fit.

Here also to better the model corrections were made based on the standardised regression weights (r), covariance matrix and theoretical validity. One item of Ideology (Ideo3) construct had highest standardised covariance matrix scores of 2.33 therefore it had to be dropped. This left the Ideology construct with only one item. Since theoretically one construct one item becomes a weak proposition the entire Ideology construct was dropped. On the other hand the item Fair an item of the Credibility construct had low regression weight therefore it was removed. Overall 11 items remained out of 14 and it followed the recommended norm of deletion suggested by Hair (Repeat CFA of the items gave better result: with $X^2 = 99.1$, $df = 45$, $P = .000$, Normed Chisquare, $CMIN/DF = 2.19$; Goodness of Fit Index (GFI) = .96, which was an improvement on the previous one; Comparative Fit Index (CFI) = .95; Standardized Root Mean Square Error of Approximation (RMSEA) = .059, which was slightly higher than the maximum limit of .05 for a good fit; Incremental Fit Index (IFI) = .95;

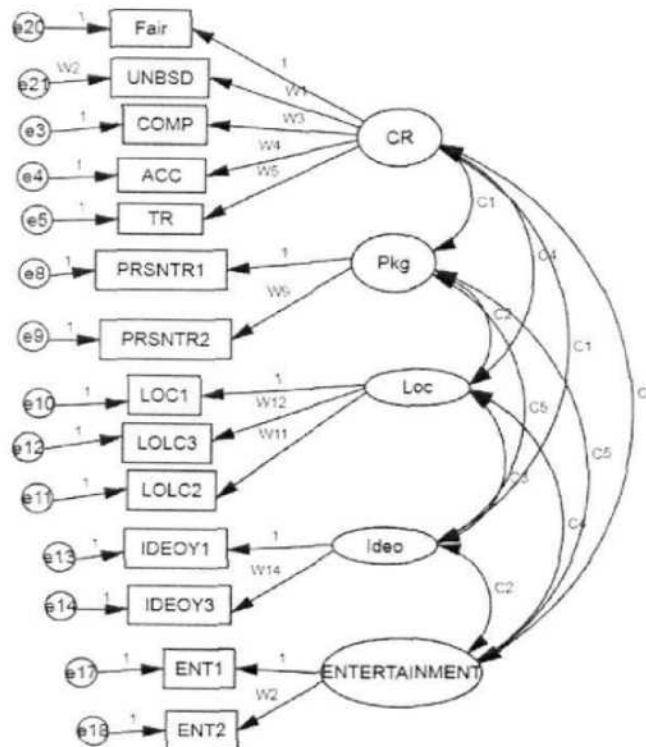


Fig 5.5 CFA of the Independent Variables before dropping items

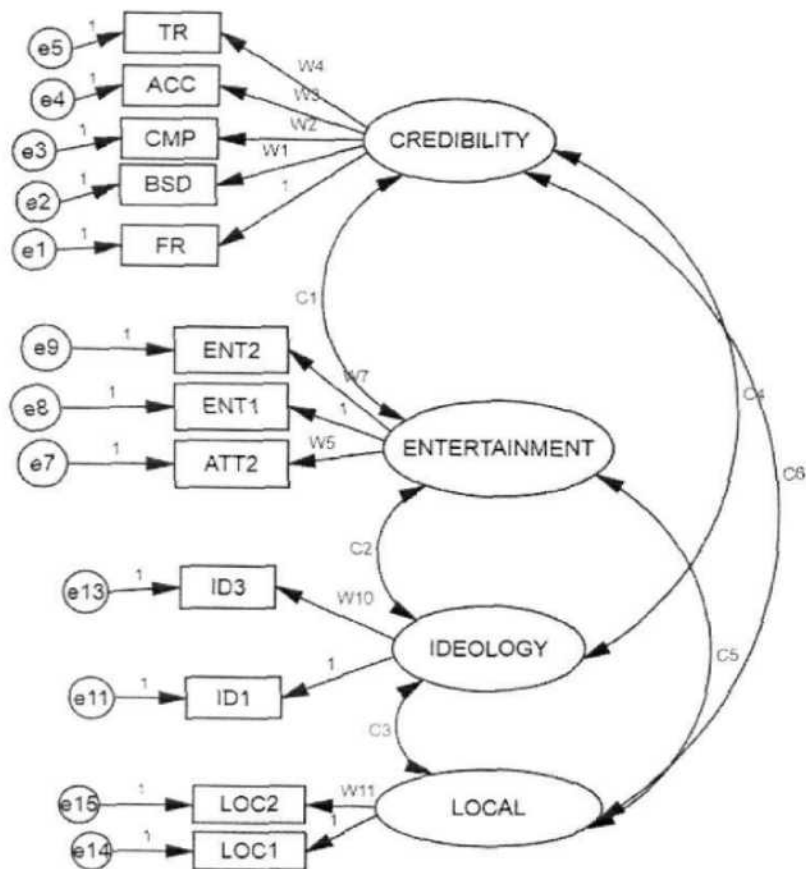


Fig 5.6:CFA of Independent variables after dropping items

5.8.3CFA of Dependent variable Brand Equity

Since there was only one factor in Brand equity CFA was with the 9 items that were identified in the initial factor analysis. The initial run on the model yielded with $\chi^2 = 195.8$, $df = 27$, $P = .000$, Normed Chisquare, $CMIN/DF = 7.253$; Goodness of Fit Index (GFI) = .94,; Comparative Fit Index (CFI) = .92;

Standardized Root Mean Square Error of Approximation (RMSEA) = 0.9, which was higher than the maximum limit of .08 for a good fit; Incremental Fit Index (IFI) = .92; Therefore to correct the model as with earlier instance regression scores, squared multiple values were looked at. Since Awareness 1 low squared multiple it was dropped. The subsequent CFA run yielded satisfactory results with $\chi^2 = 114.8$, $df = 49$, $P = .000$, Normed Chi-square, $CMIN/DF = 2.34$; Goodness of Fit Index (GFI) = .96, which was an improvement on the previous one; Comparative Fit Index (CFI) = .95; Standardized Root Mean Square Error of Approximation (RMSEA) = 0.7, which was lower than the maximum limit of .08 for a good fit; Otherwise Incremental Fit Index (IFI) = .96 was adequate.

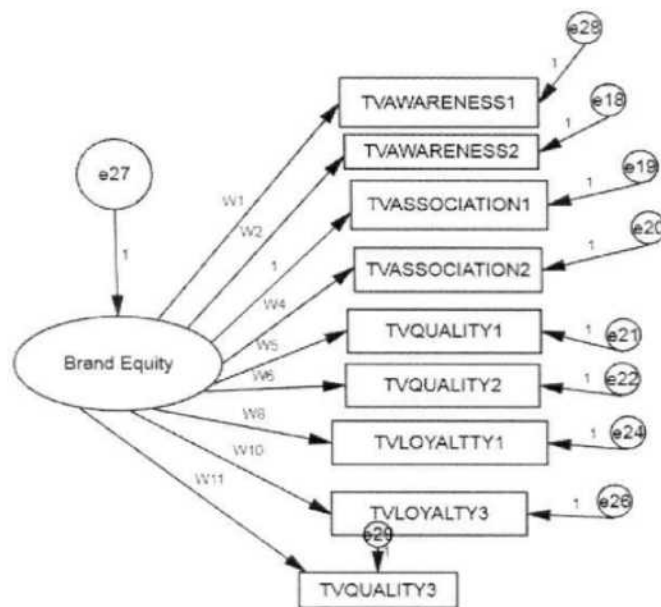


Fig 5. 7: CFA of Brand Equity construct without item deletions

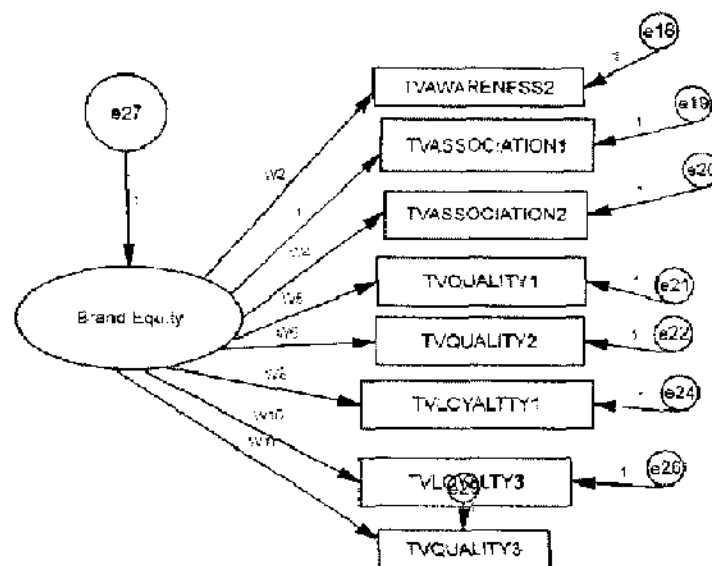


Fig 5.8: CFA of Brand Equity construct after item deletions

5.8.4 Convergent and Discriminant validity

As mentioned in the newspaper section the indicators of convergent validity are item reliability, construct reliability and average variance extracted (Fornell and Larcker 1981). Item reliability of all the factors of the Submodel 1, which were the factor loadings ranged from 0.5 to 0.8. The Average Variance (AVE) of each construct as in the newspaper factors except for Credibility (0.4) were above 0.5. AVE for the dependent variable Brand equity was 0.42 which was also low. However Brand Equity had high construct reliability with a score of 0.81. For the Independent variables construct reliability was .69 for Credibility, 0.73 for packaging, 0.76 for local and 0.68 for Entertainment. Therefore two of the constructs Credibility and Entertainment had slightly lower score than the required 0.7 score. Next we checked the Discriminant validity of each of the constructs by comparing the squared multiple correlations with the AVE as given in Table 5.19

Variables

Constructs	AVE	Squared Inter-construct correlations	AVE> SIC	Construct Reliability
Credibility	0.42	0.227338, 0.199824, 0.304704	YES	0.78
Local	0.50	0.155236, 0.088209, 0.199824	YES	
Ideology	0.68	0.247009, 0.155236, 0.227338	YES	0.70
Entertainment	0.72	0.088209, 0.304704, 0.247009	YES	

Table 5.19: Comparison between AVE and IC for CFA of Independent

For all the constructs the AVE was greater than the inter-construct correlations thus demonstrating considerable construct reliability. For the dependent variable since there was only one construct discriminant validity was not tested.

5.8.5 Nomological Validity

Another measure of construct reliability is nomological validity. Nomological validity is tested by measuring whether the correlations between the constructs in the measurement model makes sense. Therefore for the Independent variables to demonstrate nomological validity the constructs should have strong bivariate correlations. As demonstrated in the Table 5.20 all the constructs were significantly correlated to each other.

	Estimate	S.E.	C.R.	P
Credibility <--> Ideology	.290	.031	9.212	***
Ideology <--> Local	.254	.035	7.278	***
Credibility <--> Local	.162	.022	7.426	***
Credibility <--> Entertainment	.235	.028	8.398	***
Local <--> Entertainment	.162	.022	7.426	***
Ideology <--> E Entertainment	.303	.037	8.186	***

Table 5.20: Correlations among independent variables

5.9: Structural Model and Hypothesis Testing for Television

Construct validity	First model
CMIN/df	2.161
CFI	.90
TLI	.88
GF1	.91
RMSEA	.068 (0.63-0.73)

Table 5.21: The Direct effect model

To test the hypothesis as done before following Anderson and Gerbing (1988) we measured the structured equation model. In the first model the Goodness of Fit measures were not satisfactory as given above. Therefore to better the model we resorted to item deletions based on weak regression scores and the correlation matrix. Items Local (3) and Association 2 were dropped. After that the data was again run in AMOS 18. This bettered the goodness of fit indexes and most of the measures were above .90 and Chi-square was significant at $p < 0.000$ and we had a viable model as represented in Fig. 5.9

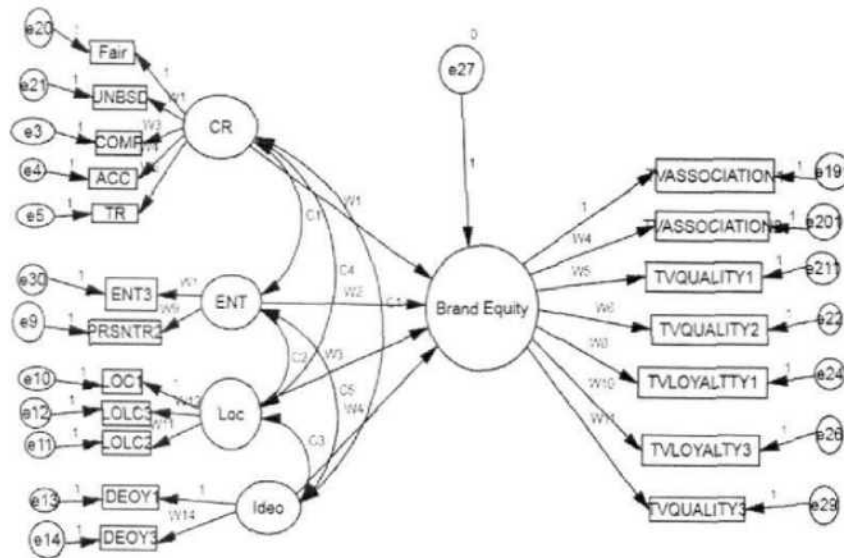


Fig 5.9: Final structure equation model for Television

The next step was to test whether the hypothesized relationships were valid. As with newspaper the first hypothesis was that Credibility would positively influence brand equity, and the regression equation in Table 9 explains the strength of Credibility in influencing Brand Equity. Hypothesis H2 also got supported and we have Ideology influencing brand equity as demonstrated in Table 5.22. As for Entertainment influencing brand equity hypothesis (H3) was significant but negatively influenced brand equity that is if there was more entertainment the brand equity of the television channel went down. On the other hand hypothesis H4 that Local news would positively influence Brand equity found strong support.

PATH	ESTIMATE	S.E	CR	P Value
Credibility → Brand equity	.840	.071	16.345	.000
Ideology → Brand equity	.994	.043	23.042	.000
Localization → Brand equity	.914	.551	3.730	.000
Entertainment → Brand equity	-1.87	.057	14.635	.000

Table 5.22: Path values of TV Model

5.9.1 Moderating effect of Brand Choice

As in the case of newspaper Brand Choice was used as a moderator and the entire sample was divided into sub samples according to the choice of television channels made by the respondents. Therefore the four news channels which had the highest viewership were taken as representing brand choice and they were treated as moderators. The data was split according to brand choice and the model was tested on the split data in Amos18. The model had a robust validation for Star Anando, which is the highest viewed channel. Here all the variables had a stronger effect on brand equity than the direct effects model, ideology exercising the strongest influence ($r=.1.34$ at $p<.000$) followed by localization, and also for credibility the influence, was stronger than the direct effects model as displayed in Table 13. For other two channels the effects were considerably less strong than the direct effects and the Star Anando model.

Estimate	Direct effects	Star Asendo	Kolkata TV	24 Ghonta
Brand equity → Credibility	.840***	.925***	.712***	.482***
Ideology → Brand equity	.991 ***	1.035***	.928***	.750***
Brand equity → Local	.914***	.981***	.908***	.729***
Entertainment → Brand Equity	-1.87***	-2.052***	-1.509***	-.658***

Table 5.23: Moderating effect of Brand Choice

5.9.2 Moderating effect of Demography

To make the research more robust the effects of the demographic variables on the relationship proposed was also tested. The variables age, sex, income, profession and education were taken as moderators and their effect was assessed on the paths from independent variables to dependent variables. One noticeable thing was that for all the categories ideology and local effects on the dependent variable remained stronger than credibility or entertainment. Males gave less importance to credibility than females $r=.830$ and $.712$ respectively at $p<0.000$ level of significance. However, there was no major difference between the two segments from the direct effects model as ideology had the most effect on brand equity followed by localization. With regards to entertainment the negative effect on brand equity remained for both females and males. The treatment of age as a moderator gave some interesting results. The senior age group of 46 to 55 found credibility more important than other age groups. As a whole however credibility remained the least important variable influencing brand equity for the various age groups. On the other hand the age group of 26 to 35 gave more importance to localization with $r=1.314$ at $p<0.000$ and this was stronger than the direct effects model. This was in total contrast with the senior most group had significant low influence only in the age group of 46 to 55 with $r=.720$ and $r=.636$ which was much less than the original model. For the demographic variable Income the data

was split into three groups with the lowest between 25 to 50,000, the second grouped earned between 51,000 to 5 lac and the third group earned 5lac and above. The most significant result was that the lowest earning group had more faith in localization than any other influences. However, the group earning between 51,000 to 5 lac gave more importance to ideology with $r=1.000$ at $p<.000$ and the people earning more than 5 lacs gave least importance to credibility than the rest of the population. Whether education of the respondents had any influence on the model was measured by splitting the data into school passed, graduates and post graduates. The school passed candidates gave more importance to localisation than the general respondents and $r=1.004$ at $p<.000$ whereas the graduates gave more importance to credibility with $r=.874$ at $p<.000$ than the other groups. For the moderating variable profession credibility was more important to serviceholders in indicating brand equity than the other groups. An interesting finding was that the businessmen found localization more important than others in influencing brand equity. Surprisingly for both service holders and housewives localization was least important in influencing brand equity.

Estimate	Credibility → Brand equity	ideology → Brand equity	Local → Brand equity	Entertainment → Brand equity
GENDER				
Male	.712***	.928***	.908***	-1.509***
Female	.830***	.989***	.944***	-1.850***
AGE				
Age 1(20-25)	.636***	.923***	.921***	-1.460***
Age 2(26-35)	.852***	.903***	1.314***	-1.642***
Age 3(36-45)	.821***	.843***	.889***	-1.1714***
Age 4(46-55)	1.242***	1.485***	.669***	-2.951***

INCOME				
Income 10,000-50,000	.768***	.862***	1.765***	-1.900***
Income 51,001-5lac	.818***	1.000***	.975***	-1.748***
Income (3) 5 lacs ABOVE	.579***	.952***	.673***	-1.303***
EDUCATION				
Education (1) School	.702***	.859***	1.009***	-1.466***
Education (2) Graduate	.873***	1.032***	.874***	-1.946***
Education (3) Postgraduate	.748***	.944***	.932***	-1.560***
PROFESSION				
Profession (1) Student	.630***	.895***	.825***	-1.416***
Profession (2) Housewife	.847***	.924***	.921**	-1.755***
Profession(3) Businessmen	.819***	1.000***	1.053***	-1.907***
Profession (4) Serviceholder	1.041***	1.161***	.706***	-2.013***

Table 5.24 Moderating Role of Demography

5.10 Discussion Television News

Focus group interviews in the initial phase of this study had indicated credibility, packaging, ideology, and entertainment affect brand equity of a television channel. Credibility studies in the western context have shown to influence the believability of the newspapers but there is no study to show the influence of these variables on brand equity. The brand extension studies (Chang 2005; Chan-Olmsted, 2001; Landers 2004) and market place theory (Beam, Beaudoin) studies treat television channels as brands but do not look into the antecedents of brands. Though we found that credibility influenced brands but it had the weakest effect on overall brand equity of the channel. Previous studies have found a correlation between the two concepts (Oyededeji 2006) and established that brand equity of news channels (Oyededeji, 2010) contribute to its credibility. Ideology had the strongest influence on brand equity and here ideology was interpreted as the political beliefs of the consumer which matched

that of the television channel. This finding has support in Chalif's (2011) findings of USA news outlets significant partisan slant. He found that MSNBC's liberal leanings and Fox News' conservative beliefs resulted in MSNBC being watched by Democrats/liberals whereas republicans/conservatives relying heavily on Fox News.

The structure equation modeling results showed that localization of news was identified as a strong influencer of brand equity. Localization as identified in literature mean that people prefer to watch news that is more relevant to them by virtue of their geographic origin. Rao (2009) has argued in the context of newspapers that in India because news content simply remains local in its purpose and scope there has been a tremendous increase in circulation. Yesudhasan (2006) in his study of globalization and localization in South Indian News found that the tribals were watching cable news because of its regional content. In the global context we find resonance of this in a study of American cable news channels' adoption of down-to-earth, close-to-home news format which made them gain better ratings than the network news channel (Allen, 2001).

As for credibility it had the weakest influence on Brand equity when compared to the other constructs. Though the Edelman Trust Barometer (Rangaswami,2013) reports that in India there has been an increase of trust in media by 70 %., the respondents of this survey however felt that 84% of the variance in brand equity was due to its' accuracy, fairness, comprehensiveness and unbiased character. An opposite of this was found by Oyedele (2007) where CBBE predicted 67% of the variance in media channel credibility. Meyers (2004) predicted a relationship between credibility, news quality and customer loyalty, hence we can say that our causal relationship model is an endorsement of the fact that credibility of news enhances the value of the news channel to the viewers. Also programme brand equity study by McDowell & Sutherland (2000) revealed that audiences preferred programmes that had greater CBBE. In the Indian context there are hardly any studies that apply brand equity theory to television channel credibility or the other variables discussed in this study. Though concerns have been expressed as to how credibility is compromised because of the compulsions of brand promotions (Gupta, 1995; Mehta2008; Guhathakurta 2013)

the effect of credibility on brand equity of the channels has not been assessed empirically.

On the other hand there are analytical researches that have looked into the entertainment content of Indian news (Thussu, 2008; Ray 2006;), but none have assessed consumer reaction to entertainment news and its effect on the brand. This study showed that people did not value entertainment in their news as it has a negative effect on brand equity and therefore supports the view of scholars who have repeatedly expressed their displeasure at the dumbing down of news (Thussu, 2007, Guhathakurta, 2009; Ram, 2007). This is a remarkable finding as media managers constantly justify that they include programmes that the consumer likes (Batabyal, 2013) and therefore the negative effect of entertainment on brand equity implies that entertainment is part of television news not because the audience likes it but because the news editor is guided by advertising compulsions (Batabyal, 2013).

BRAND CHOICE	Key Effect
Star Anando	All the effects stronger than the direct effects model
24 Ghanta nearest rival of Star Anando	Low credibility scores
Demographic feature	Key Effect
Women	Gave all the factors more importance than men, however ideology and localization was more important to them
46-55 age group	Gave most importance to credibility
Highest income group	Did not value localization
People earning between 51,000 to 5 lakh	As suggested by Scrase (2003) they are the people who hate the Bollywoodisation of Television

Table 5.25 Key effects of Television News Channel

As for the moderating effects of brand choice it had been hypothesized that the media choice of the consumers would affect the influence of the independent variables on brand equity. For all the four brands the effects were significant. For the largest viewed brand Star Anando the effects were stronger than the rest validating the fact that Star Anando remains the leader in dictating trends in the Bengali television news market. One remarkable aspect of the findings of the moderator effect was that the nearest rival 24 Ghonta had considerably low credibility scores, compared to the overall model or even Star Anando. This can be perhaps explained by the fact that 24 Ghonta was the mouth piece of the previous left front government (Basu, 2013) and it therefore has lost credibility with the people with Trinamool Congress coming to power. Though Star Anando's viewers showed greater influence of credibility, ideology or localization in formation of their brand equity perceptions clearly the entertainment content of news they did not like, as it negatively influenced the brand equity of the channel. This is in contrast to the managerial beliefs that the audience seeks entertainment in their news (Ramesh & Jha, 2007).

The moderating role of demographic factors confirmed that the proposed model is valid for all the segments of the society as all the effects of the independent variables were significant. The results confirmed the major findings of the proposed model and there were only minor variations. Interestingly when gender was used as a moderator the effects of the independent variables were stronger for women when compared to men thus endorsing Spaulding's (2005) findings that women heard current affairs and news as much as men. Ideology and localization as in the direct effects model had the strongest effect on Brand Equity. This was not so when age was used as a moderator, as the senior most group was most bothered about credibility and ideology and not about localization or entertainment. The youngest group again gave little importance to credibility and localization and ideology remained their highest priority. However, all the demographic segments by age thought entertainment was not desirable in news. This strengthens the argument that has been used in the context of entertainment that if the messages are not congruent with a viewer's attitudes then they avoid such messages (Knobloch-Westerwick, 2006). It also strengthens Kowalewski's (2009) finding that individuals may not give importance to an issue if it is not

presented in a hard news format. This concern with the attributes of news remained with the different income groups also.

Those who earned the maximum amount (above 5 lakh) among the three income groups gave lowest score to credibility and localization. A survey by AC Nielsen representing a similar group, the Corporate Decision Makers, reported that their television watching time had declined and they also spent less time on their favourite news programme (Agencyfaqs, 2007). The same study showed that travel had increased among this section and perhaps this explains why local news was not important for them. On the other hand their lack of faith in credibility of the news channels and greatest importance to ideology in assessing its brand equity is reflective of the fact that this section is more interested in perpetuating their own belief system as they exercise certain amount of control over the existing media (Thussu, 2007).

The group that earned between one lakh to 5 lakh monthly, formed the largest segment (N=399) and gave ideology the greatest priority for judging the brand equity of a news channel. In the context of Kolkata this group has been identified by Scrase (2002) as the Bengali middleclass who are generally critical about the Bollywoodisation of television and thus our finding that they thought that entertainment news negatively contributed to brand equity endorses extant literature. This same segment and the lowest income group gave more priority to localization than credibility for judging news. Localization has been one of the causes for the success of the media channels (Scrase, 2002) therefore it is not surprising that both these groups gave it importance in judging brand equity of news.

As for the different groups based on education it is interesting to note that the school passed respondents gave least priority to credibility and highest importance to localization. Ideology was most important to the graduates and the post graduates who were the majority among the respondents (456). The importance of ideology is explained by Peng (2005) when he says that news consumers may have different standards, and latitude of acceptance and rejection of news media performance, and such standards and latitudes are often subject to political and ideological factors. Ideology again was the most important variable for judging the brand equity of television channels for the businessmen and the

professionals, compared to the other two groups of house wives and students. Interestingly when profession was used as a moderator there was a difference in service holder gave value to news credibility and the businessmen to localization in assessing the brand equity of the news channel.

In summary ideology remained the most important variable for the audience across the different brands and audience segments in assessing the brand equity of news channels. Among the different segments if the respondent was between the age of 46 and 55 and was a service holder he would give most value to credibility of news channels in judging the brand equity of news. On the other hand if the person was between the age group of 26-35 and earned less than 50,000 yearly was a school pass out it was most likely that he would be valuing localization as the most important aspect of a news channel. The students whose monthly household income was more than 5 lakhs gave credibility least importance among all the groups and the service person earning above 5 lakhs and between the age group of 46 to 55 gave least importance to localization among all the demographic segments. However, for all segments ideology remained the most important variable to assess the brand equity of television channels.

The proposed model was validated in its full form for newspaper brands but for television the model was not fully supported as entertainment had negative influence on brand equity for all the channels. In case of television channels the negative influence means that brand equity of the media vehicle would go down by 1.87 standard deviation when entertainment effect goes up by 1 standard deviation. On the otherhand for newspaper brands brand equity goes up by .72 standard deviation when entertainment goes up by one standard deviation. This perhaps can be explained by what Thustu (2007) refers to as dumbing down of news because of excessive trivialization of news. On the other hand newspapers are regarded as an explanation of television news as Ninan (2009) points out that people who happened to access the television got excited at the developments and the reportings seen on the small screen and liked to curiously know more about them in the print media next day.

As for the other variables there was positive impact for both the models. However, what is noticeable that while in the case of newspaper credibility had

the lowest score. Television channels had greater credibility effects on brand equity than the newspaper probably because as pointed out earlier television had superseded newspaper as being the first choice of news. Ironically ideology had the strongest influence on brand equity for both the news media vehicles. This is obvious as scholars (Jeffrey, 2000; Ninan 2007) have pointed out that one of the reasons for the huge growth of this industry is due to the political excitement created by both the media. It is also noticeable that the demographic moderator of age in both the cases showed that the youngest generation did not give ideology the highest value in judging brand equity.

On the other hand localization was a strong indicator of brand equity for both the models validating the concerns expressed by Thussu (2008) that this trend was an offshoot of foreign media magnate's effort in getting market leadership. The moderation effects of brand choice in both the case showed that the market leader displayed stronger effect of the variables than the direct effects model. ABP and Star Anando belong to the same media conglomerate and the stronger effect of the variables proves that the house has considerable effect on their own audience.

In summary it can be said that the model remains valid for both the media vehicles if we are only to consider that the variables cause differential effect on the brand equity of the media channels.

Estimate	Television	Newspaper
Credibility → Brand equity	.840***	.527***
Ideology → Brand equity	.991***	.725***
Localization → Brand equity	.914***	.649***
Entertainment → Brand equity	-.187***	.729***

Table 5.26 Comparison of the Newspaper and Television Structure Equation Model

CHAPTER 6

CONCLUSION

6.1 Introduction

Our objective in this research was to establish a model for understanding the variables affecting the brand equity of news media vehicles. To that end we reviewed the literature about the variables under study, namely credibility, ideology, entertainment and brand equity with reference to media vehicles. Credibility has a rich history of research in the Western world and has been studied in the perspective of message credibility, media credibility and source credibility. For the purpose of our study we focused on media and message credibility variables. As for ideology it has been part of media history however, the definitions come from political science and is seen as a group belief system. Entertainment and packaging are relatively newer constructs and have been studied more in the perspective of marketing however their current influence on news media vehicle is well evidenced in literature (Thussu, 2009; Murthy, 2007; Mehta, 2008). Localization effects are also ubiquitous with regard to both television and newspaper, and often they are the result of the media conglomerate's efforts to expand their empire (Rao, 2009).

The literature review established that apart from credibility the other constructs do not have substantial empirical work applicable to newspaper or television news products. It should also be pointed out that most of the research work on these constructs was in the western context. The literature review also supports the concern that the non-media centric variables influence customer's perception about the brand equity of news media vehicles. To establish the validity of the reviewed influences we conducted focus group interviews and then carried out a pilot survey to develop a link between the constructs. The pilot model gave confidence that the constructs had valid influence on brand equity, based on that a model was proposed to validate the positive influence of each construct on brand equity of the media vehicle.

To test the hypothesized model the constructs were validated through exploratory factor analysis in SPSS 17 and then confirmatory factor analysis was done using AMOS18. Both the factor analysis validated the constructs in review which helped us to proceed towards model testing. The model was validated both

for newspaper and television and all the path coefficients were significant. However, for the television model entertainment had negative influence on brand equity. Hence for newspaper the model got fully validated while for television the model was partially valid. Even for the moderator variables of brand choice and demographics the results were similar.

Therefore based on the research findings it can be said that credibility, ideology, localization and packaging are variables that influence media news channel brand equity. The purpose of the research was to predict a model where the influences of the variables affecting brand equity are mapped to leverage both theoretical and managerial advantages, these advantages are discussed hereafter.

6.2 Managerial and Theoretical Implications for the newspaper model

It has been well documented in literature that there is dissention between the marketing manager and the newspaper editor about what should be the content of news (Batabyal, 2013). Therefore the media manager wants to know the content that would get audiences and at the same time increase his brand value. On the other hand the editor wants to know that his fight for credibility, ideology and localization in content is an audience need and not adherence to mere fourth estate needs. Therefore this study is relevant to both editors and marketing managers of news media vehicles.

This study for the first time established what the consumers thought were important in choosing their newspaper. The focus group interviews revealed that the consumers were not only looking for credibility of news but also for localization, ideology and entertainment. Thus the editor who wants to serve the audience better must realize that besides hard news entertainment and packaging plays an important role in creating brand equity for the particular newspaper. Since the model proposed is a viable one the marketing manager would find the various effects significant in indicating the emphasis to be laid in promoting the newspaper. News is marketed on the basis of credibility and not entertainment or packaging for newspapers but the given model shows that entertainment has a considerable influence on brand equity. Hence, for newspapers the entertainment value or the 'soft' characteristics of news can be highlighted more.

It shows that while there is a general concern in literature about the credibility of news consumers do not give importance to it and think entertainment contributes to brand equity of news. Marketing managers therefore can devise brand promotion concepts based on this insight. On the other hand the finding that credibility is of least concern to the news consumer, is an indication to the editor who gives credibility more emphasis that entertainment holds audience interest more, especially for the younger target group who compromise the majority of the buyers. However, this is not to say that credibility and ideology has lost its value as the highest circulated newspaper displayed stronger credibility and ideological effects than the lesser circulated ones. Hence for the marketing manager of the most circulated brand there has to be a fine balance between content credibility and entertainment. Since the model was valid for all the brands as the moderating effect of the brand choice variable was significant each newspaper brand had different result in regard to the variables. Hence, newspaper managers can utilize this model for building their brand equity though perhaps further research needs to be done for generalizing it beyond Kolkata.

Moderation effects of demography revealed that there were minor differences among the different demographic segments. Therefore marketing managers need not worry about satisfying different segment needs except that the younger generation formed the bulk of the target audience showed that their preferences were different. The 26 to 35 age group gave more importance to the newspaper being local and therefore newspaper content managers must take care that both localization and entertainment interests are fulfilled by the newspaper content.

Theoretical Implications: This study explored the features of news that were important to the consumer and for the first time established a model for understanding the antecedents of newspaper brand equity. The research had begun from the premise that credibility would be one of the most important variables in indicating brand equity given the extant Western research, however, it was proved otherwise. And through focus group interviews and pilot survey it was established that today audience regards ideology, localization and entertainment aspects of the news channels as equally important in reading or watching news. Hence any news analysis would not be complete if we do not consider the findings of this research. Books on Indian journalism have only considered the traditional concept

of news without looking at the consumer aspects, this research is an indication that such studies are now necessary to assess how strong they are in influencing news. It also empirically proved that entertainment and localization which are more cosmetic to news were far more important to newsreaders than credibility or ideology and thus should have more importance in the framing theory of news. In Western studies it has been well established for long that credibility is an essential construct for understanding news consumption, however in the Indian context such studies are absent. This study therefore in the Indian context establishes that credibility remains an important factor in determining consumer perception of news.

This study also establishes in the theoretical domain that newspaper reading is a sum of the abovementioned multiple variables and that it is not necessarily related to one single factor. Previous studies have established that each of the variables are independently capable of influencing news reading habits but the results of their conjunction has never been established before. One major contribution of this study is that it creates a bridge between mass communication literature and branding theory .Though such an attempt has been done before (Oyediji, 2010) but this study for the first time establishes a causal relationship between constructs of the two disciplines. Also brand equity as a concept has been applied to studies about television channels but not to newspapers. Therefore theoretically it establishes that these constructs are valid for newspapers and consumers are using them to judge news.

The study of demographic variables on newspaper reading has also been few, and most of them are from the gender point of view (Zuch and Turk, 1998; Grabe et.al 2009). This study also did not find any research that considered the income and profession of the readers in assessing the brand equity of the newspapers. Therefore theoretically this study establishes that demographic differences are valid in assessing the causal influence of credibility, entertainment, ideology and localization on brand equity.

6.3 Theoretical and Managerial Implications of the television model

One of the major claims of the television channels' is that they serve credible news and because of that they have more viewers than other channels. This research shows that such a claim is not feasible because consumer's value news because of the ideological congruence between the channel and the viewer, the local news that is served and then comes the credibility factor. As for entertainment, the managers must realize that it is certainly not a driver of brand equity for news. From managerial point this study means that each variable has its unique effect and therefore in creating promotion campaigns the individual channel strengths vis-à-vis the brand must be first measured and then highlighted. This study also for the first time tried to establish a model that would predict the brand equity of the television channels, which though was not successful as one of the variables had negative effect, nevertheless it can be said that it does indicate to the managers that these variables are important in dictating brand equity. Also the study for the first time gives indication to the managers the effects of brand choice and demography on the brand equity.

From the managerial point of view this means that the demographic segments have to be given news that has quality, and which can create a sense of association and loyalty for the brand. In fact we do have evidence that marketing managers strive for that when they say that news content is created with branding prerogatives in mind (Batabyal, 2013). Hence, the proposed model would be of great value to marketing managers as it clearly establishes the market view of journalism as opposed to the 'fourth estate' role. The finding that entertainment has negative influence on brand equity of news on the other hand gives credence to what has been felt and articulated by the audience, that it has least value as news content (Brainard, 2007). In the case of television news entertainment factor was negative therefore for the editor who relies on Bollywood news to gain TRP it is an indication that other news variables need to be considered more. Also the marketing manager of television news needs to know that localization makes it more attractive to the younger generation.

Theoretical Implications: In the theoretical realm this research validates Ots & Wolf (2007) finding that a media brand with a clear audience segmentation profile, the ability to show strong emotional and behavioral attachment of the

consumers to the consumer brand, and a clear response to consumption patterns and needs are perceived to have high brand equity. As mentioned in the case of newspaper theoretically this study also establishes that credibility, entertainment, localization and ideology can be treated as predictors of news channel brand equity. Again as for newspaper this study for the first time empirically established, which has been discussed in existing literature about media (Ram, 2001), that the variables under consideration are important influencers in consumer consumption of news. The moderating role of brand choice on brand equity vis-à-vis the independent variables has also not been explored by previous research therefore the findings establish that for different brands the independent variables will have differential effect on brand equity. Similarly the study also for the first time established that the effects of credibility, ideology, localization and entertainment on brand equity will be different for different demographic segments. Since the results of the moderating influence of brand choice has been significant it can be said that theoretically this study establishes that the effect of the variables would be different for different brands.

6.5 Limitations

The model that has been proposed here has no precedence both in media and marketing research. Therefore certain limitations are related to the nature of theoretical propositions explored and the other to the methodological path taken.

The major methodological limitation of the study was that it was confined within the geographical limits of Kolkata therefore the results cannot be generalized to a greater audience. Also it has to be kept in mind that the nature of urban audience is different in different parts of India. Therefore the model to be robust it has to be tested in different parts of India.

Additionally, as Oyedele (2007) points out that it is important to point out that confirmatory factor analysis methods like the SEM only verify the match (fit) between an hypothesized model and a specific dataset, and is therefore not a conclusive 'proof' that any model, adequately describes a particular phenomenon. Hence this model for predicting the brand equity of newspapers or television channels needs to be tested in different contexts so that its validity can be proved. Following Oyedele (2011) it can be said that the development of scholarly

theories is a slow, methodical, and incremental process: therefore, this dissertation presents a model that should be subjected to further empirical testing to confirm its veracity.

On the other hand the variables studied represent the content side of the news and ignores the marketing promotion angles which can also contribute to the brand equity of the channels. Here consumer based brand equity was confined to four constructs of association, awareness, loyalty and quality, however previous research has considered brand personality and image (Oyedepi, 2007) for measuring brand equity. Since the variables of ideology, localization have not been measured in the context of media before the items used for measurement need to undergo further reliability tests so that they prove to be a robust scale. Also all the constructs have been taken from Western studies therefore questions can be raised about their validity in the Indian context.

6.6 Future Research

Since the subject of research has no previous studies future research can take place in many of the areas. Firstly the credibility literature indicates that there are robust studies of media credibility in the Western context, however, such studies are totally absent in the Indian context, and hence future researches can provide valuable information in this context that would indicate the credibility of the media vehicles as well as that of the brands. Similarly researches can also be conducted on the ideological leanings of the consumer and how it helps him to make a choice between the channels. Localization emerged as one of the major variables that influences brand equity, however there is no empirical research to indicate the nature of this localization, its features as well as its difference from globalization aspects. On the other hand, from branding perspectives branding principles have hardly been applied to media industry that too in the Indian context, hence future research can look into the various areas of branding with regard to media. One of the ways that a brand equity study should be done according to McDowell (2010) is that the control variables should be same between the products, here though attempt was made to maintain that, it was impossible to control the amount of marketing promotions done by the news channels. Also the financial aspect of CBBE was not taken into consideration for

this study. Such research is already there for other industries (Jost-Benz & Riley, 2009; Leone, Rao, Keller & Luo, 2006) therefore future research can take care of this gap and add valuable insights. Another important research that should be done is the application of this model in other media markets; this will establish the validity of the model and in the theoretical realm would create a strong platform for market based journalism.

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APPENDIX

ASSESSING MEDIA CREDIBILITY AND BRAND EQUITY OF NEWSPAPERS AND TELEVISION

Purpose of this survey: It is an attempt to measure how believable, accurate and truthful the media is believed to be and how it relates to individual brands of newspaper and television.

Your input: We want to understand whether you think news is credible, believable and how you relate to the brand of newspaper or television channel you use.

Which Newspapers do you read daily number them from 1 to 5, 1 being the most read

Ananda Bazaar Patrika	Bartaman	Protidin	Any other

Which television station do you watch for news please number them from 1 to 5, 1 being the most watched

Star Ananda	Kolkata TV	24 Ghonta	Any other

MEDIA HABITS	0-1hrs	1-2 hrs	2-4 hrs	>4 hrs
How many hours a day you spend reading the newspaper				
How many hours a day do you spend on watching television				
How many hours do you spend on the internet everyday				

Do you use online media sites: Yes

No ☐

Please rate the news paper and Television channel in the scale of 1 to 5 that you read most: 5 being the most positive of the attributes

E.g Strongly Agree (5) somewhat Agree (4) Neutral (3) somewhat disagree (2) strongly disagree (1)

	1	2	3	4	5
16. News is fair in my media					
17. News in my chosen media is not biased					
18. News in my chosen media tells the whole story					
19. My chosen media gives accurate news					
20. I trust the news given by my chosen media					
21. My chosen media presents news attractively					
22. I choose news that is presented attractively					
23. News in my chosen media has entertainment					
24. I watch or read news because it has entertainment in it					
25. Without entertainment in the news I would not choose that channel/newspaper/					
26. I prefer my news media because it has local news					
27. Local news is important for me in choosing my media brand					

28. My news media has more of local news than others					
29. My chosen newspaper/tv channel matches my ideology					
30. I watch/read my chosen newspaper/tv channel because it has similar political views					
31. My newspaper/channel gives me news which are similar to my world beliefs					
32. I read/watch my newspaper/channel because everybody prefers it					
33. The newspaper /channel is a habit in the household					
34. I watch/read because of the editor/presenter of news					
35. I watch/read news because I like the personalities involved in giving news					

SECTION B**NEW SOURCE PREFERENCES.**

	Newspaper	Television	Online
1. If you get conflicting or different reports of the same news story from online, television, and newspapers, which of the three versions would you be most inclined to believe			
2. If there is a situation in your local area that is hard to understand or is controversial, which one of your local news media would you trust the most to help you understand it			
3. In which media does local and state news seem more reliable television, a newspaper, or find it online?			
4. If you had to choose one source for local news, which source would you choose — newspapers, television, or online?			

-SECTION C

**Please rate the Newspaper you watch most in a scale of E.g Strongly Agree (5)
somewhat Agree (4) Neutral (3) somewhat disagree (2) Strongly disagree (1)**

Name of Newspaper.....(you most read for news)					
12. I know all the features of my newspaper					
13. I can distinguish it from other newspapers.....					
14. Some characteristics ofcome to my mind easily.					
15. I can quickly recall the symbol or logo of					
16. I know some of the names of the news writers on					
17. My newspaper .would always be my first choice for news.					
18. I will not read to news from other sources if news from my newspaper. is available.					
19. I am loyal to my newspaper					
20. My newspaper .presents high quality news.					
21. News in my newspaper is reliable.					
22. News in my newspaper is useful.					

Please rate the television channel you watch most in a scale of 1 to 5 E.g

Strongly Agree (5) somewhat Agree (4) Neutral (3) somewhat disagree (2)

Strongly disagree (1)

Name of Television Channel.....(you most watch for news)					
23. I am know all the features of my television news channel					
24. I can distinguishing feature of my news channel					
25. Some characteristics of my news channel come to my mind easily.					
26. I can quickly recall the symbol or logo of my news channel					
27. I know some of the names of the news presenters on my news channel.....					
28. My channel would always be my first choice for news.					
29. I will not watch news from other sources if news from my channel is available.					
30. I am loyal to my channel					
31. My channel presents high quality news.					
32. News from my channel is reliable.					
33. News from my channelis useful.					

Your thoughts on the news you watch or listen:



Name:

Age: ☐

Sex: Male

Female ☐

Location:

Education: Please tick the appropriate:

School	Graduate	Post Graduate
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You are:

Student	Housewife	Businessman	Serviceholder
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Yearly Household Income: - Rs.10,000-Rs.25,000 ☐

Rs. 25,000- Rs. 50,000 ☐ Rs. 50,001- Rs. 1lac ☐

Rs. 1lac -5 lacs ☐ Rs. 5lac- 10 lac ☐ 10 lac and above ☐